HOMEMAKER VALUES, MOTIVATIONS, AND KNOWLEDGE IN FOOD BUYING

Summary of an Exploratory Study With Some Implications for Extension Consumer Marketing Programs

by

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This summary is prepared for Cooperative Extension Service consumer marketing personnel primarily, as well as for other extension marketing persons. Certain phases may be of interest to research personnel and to members of producer groups or marketing firms.

It is a pleasure, also, to acknowledge the contributions of a number of persons who reviewed the complete findings from the exploratory study, as well as the summary and implications presented here.

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BACKGROUND

Purpose of Study and Applications of Findings

This is a summary of an exploratory study developed and conducted under contract between the Federal Extension Service, U. S. Department of Agriculture, and National Analysts, Inc., Philadelphia, Pa. 1/ In addition to the summarization, some of the implications of the findings are discussed.

This study was designed to develop methods for obtaining information on the--

1. Motivations and values which influence food-purchasing decisions.

2. Interest in, need for, and lack of knowledge of marketing information by household food buyers.

3. Relative effectiveness of various mass media in reaching buyers with consumer marketing information made available through extension programs.

These methods were developed and tested in Raleigh, N.C., where a consumer marketing program is in operation; as a consequence, data were obtained from this urban area. The methods developed in this study have been used subsequently in Lake Charles, La., and the Wheeling- Steuvenville area of West Virginia and Ohio. A preliminary comparison of the findings from these three surveys indicates few differences in the motivations and values of comparable homemaker groups, as well as few differences in their general level of marketing knowledge. A generalization of these findings beyond the area of the specific study appears to be warranted.

A generalization of the findings beyond the Raleigh area does not appear to be warranted, however, in the effectiveness of various mass media for disseminating food-marketing information. These three studies indicated somewhat similar ranking of mass media outlets for food information. In other words, each study indicated newspapers to be a more effective medium

1/ Dr. James Bayton and Mr. Ben Owens were largely responsible for developing and supervising the study for National Analysts, Inc.

than radio or television. The effectiveness of each media outlet varied greatly, however, among the three geographical areas. This, no doubt, is due largely to differences in the media organizations rather than to differences among comparable homemaker groups in these three geographical areas.

A Statement of Needs

This study was aimed primarily at developing methods for obtaining information on homemakers which would contribute to more efficient Cooperative Extension Service consumer marketing programs. Thus, in order to provide a setting for reviewing the study's findings, a brief discussion is presented below on the objectives of the Cooperative Extension Service consumer marketing programs, general methods of program operation, and areas where limited information on homemakers is available.

The consumer marketing program--one phase of Extension's total marketing program with producers, marketing firms, and consumers--has the broad objective of contributing to the development of a more efficient marketing system. More detailed objectives of Extension's consumer marketing programs are as follows:

1. To aid in the orderly marketing of agricultural commodities.
2. To assist in the more effective use of agricultural products.
3. To help consumers get maximum satisfaction from their use of agricultural products.
4. To help consumers develop a better understanding of the marketing system.
5. To motivate people to adopt improved buying practices.

It will be noted that this program contains two phases or means of fulfilling the broad objectives previously stated. One phase relates to providing consumers (households and quantity food buyers) with marketing information which allows and motivates them to be informed in selecting and purchasing food and to better understand the marketing system. The other phase relates to reflecting back to producers and marketing firms information on consumers, such as present and prospective consumption patterns, habits, and factors affecting these; to do this requires a more complete knowledge of consumers than is presently available. To conduct the most effective marketing program with homemakers also requires a more complete knowledge of their motivations and values, present knowledge, and informational needs and wants if the information is to be pinpointed to the needs and knowledge of specific groups and most effective in motivating them.

Methods are also needed for evaluating the extent to which homemakers are reached with, and motivated by, marketing information and for evaluating the effectiveness of alternative mass media outlets. Extension

consumer marketing programs are conducted largely in urban areas and use mass media outlets directly as well as through professional media people and others. As a consequence, the identity of much of the marketing information may be lost. At present there are numerous indications of the number of homemakers reached by particular Extension consumer marketing programs. However, more complete methods are needed for ascertaining homemaker reception by particular mass media outlets and use of the marketing information.

SUMMARY AND SOME IMPLICATIONS

Application of the Findings to Selection of Subject Matter and Media for Specific Homemaker Groups

The findings indicate that Extension consumer marketing programs are dealing with a number of different publics and not a homogeneous group of homemakers. This means that no one type of marketing information or media will suffice; a variety of programs with varying emphases on different types of marketing information and media will be necessary. This offers a real challenge to Extension consumer marketing personnel conducting programs with consumers to become acquainted with the number and characteristics of the various homemaker publics in their program area.

Adapting Marketing Subject Matter to Homemaker Needs and Wants

Among other things, the findings, to be discussed later, provide an additional basis for selecting and adapting marketing information in line with the needs of different household groups. This study revealed important motivations and values operating in homemakers in their food purchases; most, or all, of these have been recognized already by most persons interested in the consumption area. The findings from this study also provide us with a better understanding of the variation among homemaker groups in their motivations and values and allow a general ranking of motivations for specific homemaker groups.

Broadly speaking, the important findings were the emphasis placed on prices and qualities of individual foods, identification of quality, and nutrition. The non-economic areas--likes, aesthetic, etc.--ranked much lower. In other words, all homemaker groups want to get as much as possible from their food dollar; their values vary widely, however, when classified by income or education.

The lower income homemakers logically stressed economizing--saving money on food, staying within a budget, and comparing prices, in addition to getting the quality of food for the money they have to spend. The latter area ranked high but not as high as with the higher income homemakers. The higher income homemakers placed more emphasis on getting their money's worth in terms of quality, showed a greater concern for being able to identify qualities of foods when making food purchases, and placed more emphasis on family wishes.

All groups listed nutritive value as an area of concern. It was ranked much higher, however, by the high income-higher education groups than by those at the opposite end of the scale. The degree of concern is closely

associated with education. While homemakers appeared to be concerned with nutritive value, the desire for additional information generally ranked low. Apparently most homemakers feel that they have sufficient information on nutrition for food purchasing decisions; this is particularly true of the low income groups.

Marketing informational areas with high interest appeal, then, are those which allow homemakers to compare food products and different forms of the same product in terms of prices and qualities and to identify quality. Economics, broadly speaking, is a central theme around which information will have appeal, of course adapted to the needs of different homemaker groups.

This study indicates that information on recipes, menus, and pictures of food dishes has much less appeal to most homemaker groups than the marketing information previously mentioned in providing them with information needed for their meal planning and grocery shopping. The effectiveness of its use as a "sugar coat" for marketing information is very much open to question. In addition to contributing little to the appeal of the marketing information, less time or space is available for the types of marketing information contributing to increasing homemaker knowledge in buying foods.

In order to adapt marketing information to the needs of specific groups, consideration must be given to the characteristics of the homemaker group. From this study, the type of marketing information and methods of approach would appear to depend largely upon the general income level of the homemaker, consumption habits, and general level of marketing knowledge. This information provides a basis for both a selection of the types of information to present and the adaptations which will have most appeal. In addition to providing some guides to the types of information to present, the use of "barrier profiles" for specific foods, to be discussed later, provides an additional guide to the selection of products to discuss.

Low Income Groups.--Marketing information, to be of most value to the lower income groups, should probably give more emphasis to prices and qualities of the lower priced foods which they are presently consuming. This information would appear to have greatest appeal, be of most value to them in their food purchases, and still allow them to emphasize economy in those purchases. Teaching principles in comparing prices might also be emphasized.

This study shows a great lack of familiarity with many of the food products on the market. If the program is to be of maximum benefit to both the homemaker and the marketing system, it must educate homemakers on other foods not purchased because of lack of familiarity. No doubt their range of choice can be broadened. This will allow them to be more flexible in their purchases, increase satisfaction from their food expenditure, and continue to emphasize economy.

Low income homemakers generally have a lower level of marketing knowledge. This is likely primarily due to lower education. To be of most benefit, the types of information should recognize this low level of knowledge and likewise be simply stated.

For those groups who may not recognize nutritional alternatives, nutritional information may be necessary as a basis for their purchase decisions among alternative products. Such information probably should not be highlighted for such groups because of the low level of appeal of such information. Health and nutrition are an important homemaker concern in the purchase of food; however, it rates very low as an area in which they desire additional information.

Higher Income Groups.--At the other extreme, in terms of income and education, the informational desires of high income groups appear to be somewhat different, probably due both to higher income and higher education. This study would indicate that more emphasis could be given to teaching general seasonal supply and price patterns and their use, as well as identification of quality.

These groups likewise have an interest in a wider range of products; they are familiar with a larger number and likely purchase a wider range. This is shown by their responses to questions on familiarity and greater emphasis placed on the wishes of the other family members when purchasing food. The level at which the material may be presented appears to be higher for this group.

Selecting the Mass Medium to Use

As stated previously, each medium appears to vary greatly among geographical areas in its effectiveness as an outlet for marketing information. This probably is largely due to variation in the philosophy of the managers of the mass media outlets as well as to types of professional people conducting programs. Since this study was conducted in only one urban area, it is felt that there were few findings which warrant application to other areas of the United States. 1/ In view of the findings from this study, however, and a brief review of other extension studies relating to mass media use, a few generalized statements appear applicable beyond the Raleigh area.

Newspapers.--Newspapers appear to be the best medium for both food advertisements and for marketing information on food; the three studies reviewed would indicate this to be true. In the study at Raleigh, all homemaker groups indicated newspaper advertisements a principal source of food information. Thus, the general practice of submitting food-marketing information for the newspaper foods section which contains the ads appears to be very logical. Because of the importance of food advertisements, any assistance to interested retailers through providing them with educational marketing information which could be used in ads would probably pay dividends for the program.

Newspapers also appear to be the most effective established medium for Extension's marketing information. This is particularly true for the higher income groups. Studies show that the low income groups place slightly more emphasis on newspaper articles about foods than on radio and TV educational food programs. Part of this is due, no doubt, to the greater availability of marketing information through newspapers than through other mass media. It may be that such educational marketing

1/ At the present time, however, plans are being made to analyze a number of extension studies in order to develop more detailed guides to consumer marketing programs in mass media use.

information has a greater lasting value when published in newspapers since the articles may be read more than once or clipped and filed. The latter could be of importance for any information containing detailed principles. There is also a possibility that greater faith is placed on the written word because the author can be held responsible as contrasted with possible casual statements over radio and television.

Radio and Television.--Due to the limited radio and TV media time allocated to food information in Raleigh, no generalized statements beyond Raleigh appear warranted. There appears to be some possibility, however, that food information over radio and TV might reach some low income-lower educated homemakers more efficiently than would articles on food in newspapers.

Pamphlets.--There are indications that pamphlets are an effective method of disseminating food information under certain conditions. Homemakers ranked pamphlets second to newspapers as a preferred method of receiving such information. Consideration must be given to whether pamphlets can be developed economically. They should no doubt be considered as a possible alternative when developing marketing principles for a particular group of homemakers. Pamphlets would not be feasible for material of an ever-changing type and where pinpointing information to the needs of a specific group was not a consideration.

Some Implications for Producer Groups and Marketing Firms

As mentioned earlier, one phase of Extension's consumer marketing program relates to assisting producer groups and marketing firms in better understanding the consumer. For an efficient marketing system, not only must homemakers be informed on food alternatives, but those producing and marketing for consumption likewise need a better understanding of homemakers' needs, wants, and motivations. Greater information on both sides will most surely make a significant contribution to marketing efficiency.

This discussion is not meant to include all of the possible implications of this study to those producing and marketing food and food products. There are some more obvious implications, however, which relate to homemakers' motivations, information, and product desires. In many cases, clues presented here would require further investigation before they could be submitted as implications to production and marketing groups.

One finding of special importance is the homemaker emphasis placed on the quality of the food she buys. Some combination of food quality and prices is probably one of the most important concerns to homemakers. In this study, quality was not defined by the homemakers; no doubt the important attributes determining quality would vary widely among homemaker groups. It does indicate, however, that producer groups and marketing firms might profitably give more consideration to the qualities of particular products desired by homemakers.

With regard also to the homemaker emphasis on quality, there are likewise indications that specific foods may not be purchased by a particular homemaker because of the inability to identify the quality of the product. This

is particularly true of the nonprocessed foods. Both the information disseminated by public service organizations and producer groups and marketing firms might well give more emphasis to furthering the homemaker's understanding of the quality of specific products and to teaching the identification of quality.

The study also showed the lack of homemaker familiarity with many foods on the market and the consequent failure to purchase because of their lack of familiarity. This has important implications to commercial groups interested in expanding the demand for particular foods.

Quality and prices ranked much higher as areas of concern for homemakers than did the aesthetic values. It is possible that advertising programs which are currently emphasizing the aesthetic values of food might well consider providing information on their products more in line with the values of consumers as well as the types of information which homemakers wish to obtain. For many commodities this might mean providing more information on quality of the product and its identification, which in turn would allow homemakers to become more familiar with the food products than would information emphasizing aesthetic values of food.

There are some implications for those interested in product development as well. It would appear that food quality is generally more important to homemakers than the saving of time in preparation. Thus it is easily seen why new products which have given emphasis to both quality and time saving have become commercial successes.

STUDY FINDINGS

Design of the Study

Developmental Research

The first step in designing the questionnaire used in this study involved intensive group interviewing as a means of anticipating the major motivations and values influencing homemakers in their food-purchasing decisions. This group interviewing was conducted at National Analysts, Inc., Philadelphia. The participants in these groups were paid a fee for attending and the discussions "chaired" by a psychologist with experience in group discussion techniques. Three group-interviewing sessions were held, each lasting two hours. Each group represented a different income level. A total of 15 household food buyers, both men and women, were involved.

In addition to revealing major motivations and values influencing homemakers in their general approach to foods and food shopping, these group discussions also revealed certain barriers to the use of specific foods. Because of this finding, it was decided to determine the barriers to the use of 66 different foods (fresh, canned, frozen).

In addition to the areas of basic motivations and barriers to the uses of specific foods, the contract specified that information was to be obtained on such things as homemakers' knowledge of marketing, shopping habits, use of media, and marketing informational desires. Questions in these areas were also made a part of the interviewing schedule.

Pretests

The interviewing instrument was pretested in Durham, N.C., in order to determine any weaknesses in the questionnaire under field conditions. The final version of the interviewing schedule was developed through the pretest interviewing of 45 homemakers.

Two Phases of the Survey

One purpose of this exploratory study was to obtain some indication of the degree of impact on homemakers of the consumer marketing information disseminated. To do this, two surveys were conducted. The first (phase 1) was a survey, conducted between October 14 and November 2, 1957, of an independent area probability sample of 216 homemakers in the Raleigh urban area. In phase 1, no attempt was made to obtain data on basic motivations and barriers to the use of specific foods; the questions related only to marketing knowledge, shopping practices, sources of marketing information, and kinds of marketing information desired by homemakers.

Following this first survey phase, the consumer marketing specialists located in Raleigh intensified their educational program for a 2-week period. They did this by disseminating marketing information centered around the marketing knowledge questions in the survey. In addition, the consumer marketing specialists made greater use of radio, television, and newspapers than in the normal conduct of their educational program.

Following this interim educational activity, a second survey was conducted from November 18 to December 20, 1957, excluding Thanksgiving week. In this second phase, 476 homemakers were interviewed. This sample was also drawn on an area probability basis and was completely independent of the sample of 216 homemakers in phase 1. In this second phase (phase 2), the interview included questions used in the first phase as well as questions on motivations and barriers to the use of specific foods.

Motivations and Values in Buying Food

General Procedure

Homemakers were first asked to select from 16 statements the 6 they thought indicated "the main things that homemakers are concerned about as they think about meals and grocery shopping." It will be noted that the monetary category was divided into five sub-categories, or statements, in order to better measure the concern for different parts of this category. Although there is some overlapping among these sub-categories, pretests indicated that homemakers looked upon these as somewhat different areas of concern. Table 1 shows the percentage selecting each of the cards as one of the six of most concern.

After the homemaker had selected from the 16 statements the 6 which she considered as being of most concern, she was then asked to rank these 6 in order of most concern, next most concern, etc. Such a method of ranking the statements allows weight to be given their positions. Here each

statement under the monetary category must be considered separately, however; the influence of the monetary category, as a unit, is masked. The results from this question are shown in table 2.

Key Motivational Factors

Monetary and Nutritional Categories Most Important.--It will be noted in table 1 that 97 percent of the homemakers interviewed selected one or more of the monetary statements as areas of most concern. This high degree of value placed on food prices and costs was typical of the various income, racial, education, and age groups. In terms of a single statement, however, the most frequently chosen was "how much health or nutritive value the various foods have" (71 percent). This is not inconsistent with the prior indication that the monetary category is one of major concern.

Table 2 shows the results from the ranking of the six statements of most concern. Here, as previously stated, the overall monetary category is masked and each sub-category statement must be considered separately. The statement with the highest mean ranking was "how much health or nutritive value the various foods have." Next in importance was "how to get the grade or quality of food for the money they have to spend"; this was followed by other statements which indicated a concern for identifying quality, saving money, and getting the best buys.

From tables 1 and 2 it is concluded that for the Raleigh homemakers the key motivational factors in meal planning and grocery shopping are some aspect of economic need and nutritive concern. The most important broad categories of concern among Raleigh homemakers with respect to meal planning and food shopping are:

1. Monetary.--how to get the grade or quality of food they want for the money they have to spend, how to save money on food, how to compare prices, etc.

2. Health and nutrition--desire to provide adequate health and nutrition for the family.

3. Marketing knowledge--telling grade or quality of food.

Of somewhat less importance than the above are:

4. Family wishes--trying to accomodate the desires of other persons in the household.

5. Time pressures and preparation pressures--saving time in preparation and in grocery shopping, difficulty in preparing meals.

Of least concern in meal planning and grocery shopping are:

6. Aesthetic--the appearance and taste of food when served.

7. Prestige and achievement--improving skills, impressing others,etc.

It must be kept in mind that while it is possible to rank these concerns in a general way, the homemaker considers these simultaneously and in light of past experiences. While the aesthetic area appears to be one of least concern in food buying, it might be of great concern when considering a particular product having a particularly undesirable taste or appearance. It must be kept in mind also that the above ordering of concerns refers specifically to decision making with respect to "meal planning" and "food shopping." The emphasis, therefore, is upon the forces operating on the homemaker as she (or he) approaches or operates in the market place. It is altogether likely that the role of aesthetic needs and prestige-achievement needs becomes of greater importance when the homemaker is in the process of actually preparing and cooking the food that has already been purchased.

Areas of Concern Vary Among Households.--Table 33 shows the characteristics of the Raleigh households in the survey. It will be noted that there is a relatively high degree of correlation among the income, educational, and racial characteristics; for example, the higher income groups generally have more education and are white. It is helpful to keep this in mind when considering variations in homemaker motivations and values. For the sake of brevity in this discussion, however, the various factors studied will be discussed primarily in terms of household income, recognizing the general interrelationships between income and other characteristics.

In brief summary, it appears that the values of all groups are generally consistent among these broad categories; in other words, the economic, nutrition, and marketing knowledge areas are generally of greatest concern to all households. There is, however, substantial variation by household characteristics within these categories.

The concern for health and nutritive value of foods was ranked first by all groups. It ranked much higher, however, among the high income-higher educated groups than among those with lower incomes. Aside from the nutritional category, the higher income groups showed greatest concern for getting the grade or quality for the money available (particularly true for the younger homemakers) and being able to identify the grade or quality of food; presumably this group would be best qualified in this area. The lower income-lower educated groups likewise showed concern for getting the grade or quality for the money they have to spend. In addition, however, they gave emphasis to keeping within a food budget and saving money on food.

In those areas of lesser concern, purchasing food fulfilling family wishes was greatest among the higher income groups. There was little difference among all groups in time saving in preparation with the exception of the young homemakers, who ranked this relatively high. Presumably this could reflect young children in the family or their working outside the home.

In the areas of least concern--aesthetic and prestige and achievement--there was little variation among household characteristics. "How the food will look and taste when served" was ranked highest within this particular set by the high income groups. It still, however, was ranked ninth in the total list. With this exception, there was little variation and all of these areas ranked low by all groups.

Barriers to the Use of Specific Foods

The motivations and values questions, discussed earlier, referred only to "basic" influences operating in homemaker meal planning and grocery shopping; no reference was made to specific foods. As also mentioned earlier, the developmental phase of the questionnaire revealed eight barriers to the use of specific foods. These barriers were tested against 66 different foods (fresh, canned, frozen). Three lists of 26 foods were randomly assigned throughout the sample, with 6 foods repeated in the 3 lists. Each homemaker was asked to indicate, for each of the 8 barriers, which foods from the list of 26 she felt homemakers did not buy because of a given barrier.

Results from the barrier statements are shown in tables 3 to 9. Here the three food lists used in each barrier statement are placed in a single table. In order to save space, the tables include only those food items selected by more than 10 percent of the homemakers, with the exception of some foods repeated in each list where they may not have been selected by more than 10 percent in all lists. In addition, no table showing the barrier to social stigma is included since it did not appear to be a significant barrier to the purchase of most foods tested. The findings will be discussed in the following pages, however, along with the findings on the other barrier statements.

This phase provides a check against the earlier discussed motivations and values. In addition to learning of the specific food items selected for each barrier, the percentage selecting one or more food items reflects the degree of concern for that barrier in meal planning and grocery shopping. The percentage of homemakers selecting one or more foods under each of the eight barriers is shown below.

Table No.	Percentage selecting one or more foods	Barrier statement
3	85	Lack of familiarity
4	94	Price too high, even when in season
5	90	Objections of family members
6	85	Quality desired not always available
7	72	Inability to tell quality or grade
8	50	Trouble and fuss of preparation
9	40	Aesthetic - "don't look as attractive when served as other foods do."
	22	Possibility of social stigma

These data tend to confirm the previous results on general motivations and values. They revealed the high levels of concern associated with price, quality, and family likes in contrast to social stigma, fuss and trouble in preparation, etc. This analysis also revealed that "lack of familiarity" was a barrier to purchase of a number of foods as will be discussed in a later section.

Foods not purchased because of lack of familiarity was said to be a factor for such foods as avocados, artichokes, mushrooms, and lobster. (Table 3) Homemakers indicated this to be a most important barrier to the purchase of a number of foods. It will be noted that in general the low income, lower educated homemakers indicated a greater lack of familiarity with many of these foods. This indicated lack of familiarity must be kept in mind when considering many of the barriers to be discussed later.

Price as a barrier, even when the food is in season was most closely associated by Raleigh homemakers with lobster, oysters, fresh strawberries, lamb chops, calf liver, cured ham, avocados, butter, rib roast, and several other products. It will be noted in table 4 that in the case of such products as mushrooms, lobster, and avocados, as well as some others, a smaller percentage of the low income group reported price as a barrier to their purchase than did the higher income homemakers. This probably was due largely to their lack of familiarity with those products as discussed earlier. Therefore for many of the low income homemakers, items such as these probably were not even considered as choice possibilities within their sphere of food purchases.

Foods not purchased because someone in the family doesn't like them included mushrooms, avocados, canned spinach, artichokes, lobster, fresh spinach, pork liver, and canned carrots. (Table 5) There are many indications that this is a very important barrier to the purchase of many commodities. It will be noted, however, that some of those foods for which the largest number of homemakers indicated family dislikes are the same foods for which the largest percentage indicated a lack of familiarity and, in some cases, indicated that they did not usually buy because the price was too high. This is further borne out in noting that for some of these foods mentioned earlier a larger proportion of low income homemakers listed family dislikes as a barrier to their purchase.

Inability to get the quality desired was most often said to be a barrier to the purchase of such foods as ground beef, fresh tomatoes, lettuce, fresh corn, fresh strawberries, cantaloups, and fresh peaches. (Table 6). This appears to be a very important barrier, particularly in the purchase of fresh products; as previously mentioned, 85 percent of the homemakers in the sample selected one or more products. In addition, it will be noted that generally a larger percentage of the medium and higher income groups stated that they sometimes failed to buy because of lack of desired quality. The conclusions here tend to confirm the findings in tables 1 and 2 which showed the emphasis placed on quality of food purchased.

Foods sometimes not purchased because homemakers can't tell the quality or grade include ground beef, pork liver, beef rib roasts, round steak, calf liver, and oysters. It will be noted in table 7 that ability to

tell quality or grade was a barrier more primarily to the purchase of fresh foods. It is regarded here as being a relatively important barrier since 72 percent selected one or more foods under this barrier. Results here for some foods, no doubt, relate in part to homemaker lack of familiarity with the food.

Foods not purchased regularly because of the trouble and fuss it takes to prepare them was most closely associated with lobster, fresh turkey, fresh spinach, fresh pineapple, and a few other products. (Table 8) In general, fuss and trouble in preparation was more of a barrier to purchases by higher income households than lower income groups. There are some exceptions which likely can be explained largely by their lack of familiarity.

Foods sometimes not purchased because of lack of attractiveness when served was indicated a barrier to purchasing spinach, cabbage, frozen spinach, and pork liver. Results from this question are shown in table 9. There were not great differences among income levels in their reaction to this barrier. It appears to be a less important barrier than most of the others; as previously stated, 40 percent selected one or more food products under this barrier.

Foods not purchased because of social stigma is regarded as the least important barrier to homemaker purchases. As stated earlier, only 22 percent selected one or more foods under this barrier. The table is not presented here since few products were cited by 10 percent or more of the homemakers. Those products listed by 10 percent or more are frankfurters (13 percent), cabbage (12 percent), and pork liver (11 percent). In total, for those foods most frequently selected, social stigma seems to be slightly more of a barrier to low income groups than to those with higher incomes.

Some Notes on Use of Barrier Data

As mentioned earlier, the percentage of homemakers not selecting any food items under each barrier reflects the degree of concern for that barrier; thus it is possible to develop a general ranking of their importance to homemakers. It is also possible to develop general "barrier profiles" for individual food items, using the data in tables 3 to 9. This can be done by taking any one of the foods and imputing its position for each barrier. In doing this one must keep in mind the effect of one barrier on response to other barrier statements and that it is not possible to completely measure the importance of each separately. Some examples are on the following page. When this is done for oysters, for example, price and family wishes represent the principal barriers with familiarity, ability to identify quality, and fuss and trouble in preparation being less important areas of homemaker concern.

Barriers	Percentage selecting the following foods under each barrier statement	
	Oysters	Fresh asparagus
Lack of familiarity	16	28
Price too high, even when in season	61	25
Objections of family members	29	39
Quality desired not always available	Less than 10%	21
Inability to tell quality or grade	15	13
Trouble and fuss of preparation	16	16
Aesthetic--"don't look as attractive when served as other foods do	12	Less than 10%
Possibility of social stigma	Less than 10%	Less than 10%

Knowledge of the "barrier profiles" associated with a given food provides guidance to the consumer marketing program in development of educational information. In addition, it provides some general indication to producer and marketing organizations of what must be overcome if purchases of that food item are to be increased.

Levels of Consumer Marketing Knowledge and Changes Resulting From the Consumer Marketing Program

As mentioned earlier, there were two objectives for the section of the questionnaire relating to the level of marketing knowledge of Raleigh homemakers. One was to appraise the level of knowledge that existed in the community at the beginning of the research. The second was to evaluate the effect or impact of the consumer marketing program under controlled conditions.

In developing the questions used to test market knowledge, an attempt was made to have a range in terms of difficulty. Nine multiple choice questions were devised to test the level of marketing knowledge. These were--

Price as a function of season (tomatoes, pork, and eggs).
Criteria for determining quality (beef, eggs, and apples).
Comparison of food value of fresh, canned, and frozen fruits.
Comparison of values on a size-price basis (eggs).
Supply (turkey).

General Level of Consumer Marketing Knowledge

The difference among questions in their knowledge of the correct answer was much as expected. In the first phase, the highest levels of correct market knowledge were seen in the price-season relationship for pork and tomatoes (tables 12 and 10) and criteria for selecting apples for cooking, (table 20). Considerably below these items were criteria for selecting higher grade beef cuts (table 16) and size-price evaluation of eggs (table 24). The lowest levels of knowledge were criteria for grades of eggs (table 18), knowledge of supply of turkeys (table 26), comparative food value of fresh, canned, and frozen fruits (table 22, and the price-season relationship of eggs (table 14). In general, other studies would throw more light on homemakers' level of marketing knowledge than would this. In total, it appears that their level of marketing knowledge is relatively low, particularly for the lower income, lower educated groups.

Short-Term Change in Consumer Marketing Knowledge Through Consumer Marketing Program

A higher percentage of homemakers gave a correct response to 8 out of the 9 market knowledge questions in the second phase than in the first; the percentage improvement ranged from 1 to 8 percent. Using a chi-square test, it was found that there was a statistically significant increase in correct response at the 95 percent level in 3 of the questions. For all questions combined, there was a statistically significant increase in correct response at the 99 percent level. The degree of impact of this program over a 2-week period provides us with an indication of program potential.

There seemed to be no significant relationship between previous level of knowledge, type of question, income, race, education, or age of the homemaker and the degree of increased knowledge.

Unfortunately this study was not designed to give any indication of the impact of the different media. To do so would have required data on the same set of homemakers before and after the program was intensified. As stated previously, the samples were independently drawn; therefore the data refer solely to the impact of the program on the Raleigh urbanized area.

Kinds of Food-Buying Information Homemakers Want

In an open-end question, homemakers were asked the kinds of food-buying information they thought would be most helpful. The results are shown in table 28. The most frequently mentioned informational desires were in the economic area--how to get good buys, foods in season, when to stock up, etc. The next most frequently mentioned was how to select for quality. This was followed by meal-planning information. Information on nutritive value ranked fifth in importance to homemakers. With the exception of nutrition, the results from this question are consistent with the earlier discussed basic homemaker motivations and values results, as well as to the conclusions from the section on barriers to the use of specific foods.

There appears to be less variation among household types in the kind of food-buying information wanted than in the motivations and values section. A larger percentage of the higher income-higher educated groups listed "how to get good buys" as an area of informational need than did the lower income groups. The lower income groups ranked this above any other category, however. Within the "how to select for quality" category, a larger percentage of the low income and young homemakers listed this. Nutritional information was most frequently mentioned by the high income-higher educated groups.

Products mentioned most frequently on which food-buying information would be most helpful were meats and fresh produce. This reflects a lack of complete product standardization and of a general knowledge of quality; price comparisons, thus, are more difficult. These products also have, generally, a greater price variation than do the processed foods.

Table 29 shows homemaker media preferences for obtaining food-buying information. Fifty-nine percent listed newspapers as a preferred medium for such information. This was followed by pamphlets, which were mentioned by 18 percent; 15 percent listed television and 9 percent mentioned radio. There appear few differences in media preferences among household groups with the exception of the low income-lower educated groups; these listed radio as a preferred medium for food-buying information second to newspapers.

Raleigh Homemaker Food-Shopping Plans and Practices

The "Specials" Influence on Homemakers

Homemakers were asked whether they were influenced by store "specials" in foods. Approximately 57 percent indicated that they were influenced; the percentage was highest among the low income groups. Of those replying in the affirmative, the overwhelming majority (96 percent) said that this was due to the money they could save. These findings tend to confirm the earlier discussed findings on the motivations and values area, which showed the importance of food prices and food costs to low income groups. Of the 43 percent who said that they were not influenced by specials, the largest percentage (38 percent) indicated that it was because they gave more emphasis to family wishes. Approximately the same percentage (27 percent) said that their needs were few or that specials were not always of best quality. A larger proportion of the higher income groups emphasized family wishes and said that their needs were few; a larger proportion of the low income groups felt that specials were not always of the best quality.

Making Plans Before Shopping

The great majority of Raleigh homemakers (86 percent)stated that they did some planning of their shopping needs before going to the store. (Table 30) Approximately half of these claimed that they plan for everything they need before going to the store. Waiting until they are in the store to decide is more characteristic of homemakers with lower incomes and less education.

One of the main reasons for planning in advance is to avoid forgetting items needed. This was mentioned by 45 percent of the homemakers who plan

everything they will buy before going to the store. Saving time in shopping and economy were other important reasons for advance planning.

Of those who plan for part of what they will buy before going to the store, the largest number (52 percent) said they liked to see some of the products before deciding; 46 percent said planning for part of their food purchases before going to the store helped prevent forgetting needed items. Economy through this partial advance planning was listed by 17 percent.

Those homemakers who said they made either complete or partial plans prior to grocery shopping were then asked who else in the family took part in these plans. Sixty percent said that no-one else took part. Twenty-eight percent said that the spouse did. Others who took part were: other female (6 percent), daughter (3 percent), son (2 percent), and other male (1 percent). In the response to this question, there seemed to be little difference among household types. When the homemakers were asked what these others who took part did, approximately 75 percent said that they suggested food and approximately 30 percent said that they helped select or buy.

Food-Shopping Practices

In 37 percent of the households the wife usually went grocery shopping by herself (table 31); the percentage increased sharply (to 61 percent) in the higher income groups. Twenty-eight percent said that some other person or persons (sons, daughters, etc.) usually went to the store and did the shopping; it was much higher in the low income groups. Husbands and wives shopping together was the case in 25 percent of the households; here the highest percentage following this practice was in the middle income group. In only 9 percent of the households did the husband usually shop alone.

Friday was the main shopping day for 54 percent of the households; the next most popular day was Saturday. The largest percentage (33 percent) usually shopped twice a week. This was followed by 3 times a week (26 percent) and once a week (6 percent).

The great majority of Raleigh homemakers (83 percent) did their food shopping in a supermarket; they did so for a number of reasons. Of those shopping primarily in supermarkets, the main reason appeared to be the lower prices to be found in this type of outlet; this reason was given by 72 percent. A larger selection was mentioned by 42 percent, easier shopping (34 percent), convenience of location (34 percent), and their desire for the quality sold (27 percent).

Approximately 16 percent did most of their shopping in a smaller type store. The principal reasons were convenient location, extra service, and personal attention. Convenient location was of more importance to the lower income households, probably because of lack of readily available transportation. Extra service and personal attention were much more of a consideration for the high income group.

Raleigh Homemaker Use of Mass Media

One of the parts of this study related to Raleigh homemakers' use of mass media for food-buying information. Only the more important results of possible general interest will be presented here. The study, in addition, gave detailed data on each medium outlet, which are not included.

General Sources of Food-Buying Information

The primary source of food-shopping information was newspaper advertisements; 82 percent of the Raleigh homemakers listed this as a source they had used within the last 2 or 3 months. (Table 32) This was typical of all income, racial, educational, and age groups.

Food displays in stores and "neighbors and friends" were each cited by slightly over 40 percent of the Raleigh homemakers. It will be noted that "neighbors and friends" appeared to be a slightly more important source for the higher income groups.

Articles about foods in newspapers were listed as a source by 28 percent of the homemakers. This is a more important media outlet for educational information than radio and television food programs. It also appears to be a more important source for the higher income groups than for those with lower income. Food programs, other than advertisements, on television and radio were somewhat less important. These were listed by 13 and 10 percent respectively. In total, mass media educational programs seemed to be of more importance to the higher income groups than to the lower income groups. This is contrasted with radio food advertisements which are apparently a source for a larger percentage of the lower income homemakers. Radio, magazine, and television food advertisements were each listed by around 27 percent of the homemakers.

North Carolina State College, the U. S. Department of Agriculture, and county extension offices were listed by fewer Raleigh homemakers as sources of food information. Of these, weekly food information from North Carolina State College of Agriculture was mentioned by the largest percentage (8 percent) of the homemakers. Recognizing the effect of this program in increasing the level of marketing knowledge over the 2-week test period, there is no doubt that this low percentage reflects the loss of identity of much food information made available to mass media outlets through the consumer marketing program. The Raleigh consumer marketing program sends a weekly food-marketing bulletin to all mass media personnel, who in turn provide consumers with information on food. The identity of the consumer marketing program as a source of information may or may not be given when disseminated to consumers. In addition, persons on the consumer marketing program write some special newspaper articles, appear as guests on a local radio program, and appear weekly for 15 minutes on the State owned television station. This study showed that the food-marketing information provided by the Raleigh consumer marketing staff was very popular with professional mass media personnel and was used to a great extent. Thus the percentage of homemakers recognizing the program as a source is not a measure of the influence of the program on the volume and quality of the food information disseminated in Raleigh. In addition

to providing this marketing information to professional mass media personnel, it is also provided to county home agents and food buyers for institutions and restaurants.

Homemaker Use of Newspapers as a Source of Food-Buying Articles

Approximately 85 percent of Raleigh homemakers said they read regularly the particular newspaper which carries information released by the consumer information program. Readership increased with income level; 73 percent of the low income homemakers said they read the paper, 88 percent of the medium income, and 95 percent of the high income.

This information is usually to be found in the Sunday edition. Of homemakers who read this paper regularly, 50 percent, or 38 percent of the total sample, stated that they read articles about foods in the newspaper; the percentage was higher for the high income groups. Thirty-eight percent of the low income homemakers stated that they read articles on food in this newspaper as compared with 51 percent of medium income homemakers and 64 percent of those with high income.

Only 31 percent of those reading food articles, or 13 percent of the total sample, stated that they had read anything in the food articles which helped them decide what foods were good buys; on this there seemed to be little difference among household types. The homemakers most often reported that the articles provided information on preparation of foods, recipes, "quick dishes," and use of leftovers. Less frequently mentioned was meal-planning information (menus for economy, variety, entertainment, ease of preparation, balanced meals, etc.). Only three percent said that these articles touched upon problems of identifying and selecting foods in terms of quality, variety, and grade. Approximately 20 percent of the homemakers reading the food articles said that these articles gave information as to how to get good food buys, foods in season, when to stock up, etc.

Raleigh Homemaker Use of Television for Food Information

It is not possible to generalize from these findings on the importance to homemakers of television as an outlet for food-buying information beyond the Raleigh area. In Raleigh, one commercial station carries a food program; on this the Raleigh consumer marketing specialists appear as guests at intervals. The other outlet is a State-owned educational television station; this station carries a weekly food-buying program, the Market Basket part of the Tar Heel Farm Hour, conducted by the consumer marketing specialists. Since these specialists are identified with this program on the State-owned station, homemakers were questioned only on this program.

Approximately 11 percent of those homemakers interviewed stated that they sometimes watched the Market Basket part of the Tarheel Farm Hour. This is higher than many expected since the station and the Tarheel Farm Hour are aimed primarily at farmers. In addition, reception is difficult for many since it is a very high frequency station.

Of those sometimes viewing this program, when asked what they tell you about foods on the program, the largest percentage listed such information as good buys, foods in season, price information, how to select, etc.

The answers were well in line with the degrees of emphasis given the various kinds of information. Thirty-six percent of those viewing stated that information from this program had helped them decide what foods were a good buy. It was also interesting to note that when asked what foods they had been helped in buying there was a significant increase in the second phase which followed the interim activity in the number mentioning pork, eggs, and turkeys, the products emphasized.

Raleigh Homemaker Use of Food Programs on Radio

In Table 32, it will be noted that 10 percent of the Raleigh homemakers stated that they had obtained food-shopping information from radio food programs, other than advertisements, within the past 2 or 3 months. Surprisingly, however, in a subsequent question, when asked whether they sometimes listened to a specific local weekly food-buying radio program, 21 percent of the Raleigh homemakers said that they did. The locally well-known person conducting this radio program has probably been a factor in the larger percentage of homemakers remembering this program than had earlier indicated they had used radio programs for food information. The information which they reported this program most often contained was how to get good buys, preparation, and menus; the former, given more emphasis in the interim activity, was much more frequently reported in the second survey phase than in the first phase. Among those who sometimes listened to the program, about 20 percent said that it helped them decide what foods were a good buy.

APPENDIX

One of the things we need to know is what are the main things that homemakers are concerned about as they think about meals and grocery shopping.

Table 1

We have listed several things they could be concerned about on these cards. Just look through all the cards and read the statement on each, then pick out six cards that you feel homemakers are very concerned about.

Selected as one of the 6 cards*	ALL HOUSE-HOLDS	INCOME: Low	INCOME: Med.	INCOME: High	RACE: White	RACE: Non-White	EDUCATION: Gram.	EDUCATION: High	EDUCATION: Coll.	AGE OF HOMEMAKER: Under 30 yrs.	AGE OF HOMEMAKER: 30-44 years	AGE OF HOMEMAKER: 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	476	163	207	106	357	119	96	205	175	76	149	251
	%	%	%	%	%	%	%	%	%	%	%	%
A "Price" Card	96.6	96.3	98.1	94.3	97.5	94.1	95.8	97.6	96.0	98.7	96.6	96.0
How to get the grade or quality of food they want for the money they have to spend	64.1	59.5	66.7	66.0	66.4	57.1	50.0	70.7	64.0	82.9	59.1	61.4
How to save money on food	55.9	62.0	54.6	49.1	56.6	53.8	65.6	58.0	48.0	47.4	53.0	60.2
How to compare the prices of foods in order to get what they feel is the best buy	53.4	55.8	54.6	47.2	52.9	54.6	55.2	53.7	52.0	59.2	55.0	50.6
How to keep their food purchases within the amount they plan to spend for the week	47.1	52.8	45.9	40.6	44.8	53.8	47.9	54.1	38.3	52.6	53.0	41.8
How much food costs	37.4	45.4	33.8	32.1	33.3	49.6	50.0	37.6	30.3	25.0	41.6	38.6
How much health or nutrition value the various foods have	71.0	62.0	74.4	78.3	74.8	59.7	60.4	67.8	80.6	71.1	70.5	71.3
How to tell the quality or grade of food	55.7	45.4	59.9	63.2	59.9	42.9	42.7	56.1	62.3	60.5	52.3	56.2
How to save time in preparing and cooking meals	51.9	50.3	54.1	50.0	51.3	53.8	44.8	52.2	55.4	60.5	55.0	47.4
Wishes of the other members of the family	45.0	34.4	48.8	53.8	47.6	37.0	45.8	41.5	48.6	47.4	49.7	41.4
How the food will look and taste when it is served	38.4	32.5	40.1	44.3	39.5	35.3	41.7	31.2	45.1	36.8	38.9	38.6
How to save time in grocery shopping	30.0	31.9	29.5	28.3	30.0	30.3	30.2	32.2	27.4	25.0	30.2	31.5
Whether the meals they serve will show how good a cook they are	11.1	16.6	11.1	1.9	10.1	14.3	21.9	10.2	6.3	9.2	9.4	12.7
How hard and difficult it is to prepare and cook meals	9.2	11.0	7.7	9.4	9.0	10.1	16.7	6.3	8.6	6.6	8.7	10.4
To be admired by friends and neighbors for the meals they serve	7.4	8.6	8.7	3.8	7.3	7.6	9.4	8.3	5.1	5.3	7.4	8.0
Serving meals that are different from what most other people have	7.4	10.4	6.8	3.8	7.3	7.6	4.2	8.8	7.4	10.5	4.7	8.0
To show what smart shoppers they are	2.3	4.9	.5	1.9	1.4	5.0	4.2	2.4	1.1	-	3.4	2.4

*Multiple answers.

One of the things we need to know is what are the main things that homemakers are concerned about as they think about meals and grocery shopping.

Table 2

Of the six cards which you picked as ones homemakers are very concerned about, decide which of the cards is of most concern to homemakers, then decide which is of next most important concern and so on until you have gone through all six cards (Weighted arithmetical means in rank order.)

Selected as one of six cards*	ALL HOUSE-HOLDS #	INCOME: Low #	INCOME: Med. #	INCOME: High #	RACE: White #	RACE: Non-White #	EDUCATION: Gram. #	EDUCATION: High #	EDUCATION: Coll. #	AGE OF HOMEMAKER: Under 30 yrs. #	AGE OF HOMEMAKER: 30-44 years #	AGE OF HOMEMAKER: 45 yrs. & over #
Number answering	476	163	207	106	357	119	96	205	175	76	149	251
A "Price" Card												
How to get the grade or quality of food they want for the money they have to spend	2.57	2.40 (2)	2.65 (2)	2.67 (2)	2.73 (2)	2.09 (3)	1.97 (5)	2.82 (2)	2.60 (2)	3.49 (2)	2.38 (2)	2.40 (2)
How to save money on food	1.94	2.39 (3)	1.74 (5)	1.64 (5)	1.89 (4)	2.11 (2)	2.52 (2)	2.06 (3)	1.49 (6)	1.66 (7)	1.68 (7)	2.10 (3)
How to compare the prices of foods in order to get what they feel is the best buy	1.82	1.92 (5)	1.92 (4)	1.50 (6)	1.77 (5)	1.99 (5)	2.02 (3.5)	1.80 (6)	1.75 (4)	2.00 (3)	1.99 (3)	1.67 (5)
How to keep their food purchases within the amount they plan to spend for the week	1.68	1.96 (4)	1.62 (7)	1.39 (7)	1.56 (7)	2.05 (4)	1.72 (6)	1.94 (4)	1.37 (8)	1.96 (4)	1.94 (4)	1.45 (7)
How much food costs	1.30	1.67 (6)	1.12 (9)	1.09 (10)	1.11 (9)	1.87 (6)	2.02 (3.5)	1.23 (9)	.99 (10)	.96 (10)	1.27 (8)	1.43 (8)
How much health or nutrition value the various foods have	3.49	2.67 (1)	4.04 (1)	4.15 (1)	3.82 (1)	2.52 (1)	2.64 (1)	3.21 (1)	4.31 (1)	3.55 (1)	3.43 (1)	3.52 (1)
How to tell the quality or grade of food	1.95	1.55 (7)	2.19 (3)	2.11 (3)	2.16 (3)	1.33 (8)	1.37 (8.5)	1.93 (5)	2.30 (3)	1.88 (5)	1.93 (5)	1.99 (4)
Wishes of the other members of the family	1.53	1.04 (9)	1.70 (6)	1.94 (4)	1.61 (6)	1.29 (9)	1.47 (7)	1.40 (8)	1.72 (5)	1.42 (8)	1.69 (6)	1.46 (6)
How to save time in preparing and cooking meals	1.46	1.48 (8)	1.49 (8)	1.37 (8)	1.40 (8)	1.64 (7)	1.37 (8.5)	1.53 (7)	1.40 (7)	1.68 (6)	1.50 (9)	1.37 (9)
How the foods will look and taste when it is served	1.07	.96 (11)	1.08 (10)	1.22 (9)	1.10 (10)	1.00 (11)	1.31 (10)	.91 (11)	1.13 (9)	1.03 (9)	1.01 (10)	1.12 (10)
How to save time in grocery shopping	.86	1.03 (10)	.87 (11)	.59 (11)	.80 (11)	1.03 (10)	.87 (11)	.97 (10)	.73 (11)	.67 (11)	.83 (11)	.93 (11)
Whether the meals they serve will show how good a cook they are	.24	.36 (12)	.24 (12)	.02 (16)	.22 (12)	.30 (13)	.47 (12)	.23 (12)	.13 (14)	.11 (14)	.26 (13)	.27 (12)
How hard and difficult it is to prepare and cook meals	.23	.30 (13)	.19 (13)	.21 (12)	.20 (13)	.31 (12)	.45 (13)	.16 (15)	.20 (12)	.18 (13)	.27 (12)	.22 (13)
Serving meals that are different from what most other people have	19	.29 (14)	.14 (14)	.12 (13)	.18 (14)	.20 (14)	.14 (16)	.22 (13)	.18 (13)	.33 (12)	.09 (15.5)	.19 (14)
To be admired by friends and neighbors for the meals they serve	.15	.24 (15)	.13 (15)	.09 (14)	.14 (15)	.18 (15)	.22 (14)	.20 (14)	.06 (15)	.08 (15)	.21 (14)	.15 (15)
To show what smart shoppers they are	.07	.17 (16)	- (16)	.03 (15)	.04 (16)	.15 (16)	.16 (15)	.07 (16)	.01 (16)	- (16)	.09 (15.5)	.07 (16)

*Multiple answers.

Table 3

Foods homemakers don't buy because they are not familiar with them.

FOOD GROUP 1 Food Item*	ALL HOUSE-HOLDS	INCOME Low	 Med.	 High	RACE White	 Non-White	EDUCATION Gram.	 High	 Coll.	AGE OF HOMEMAKER Under 30 yrs.	 30-44 years	 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Avocados **	66.5	75.9	68.0	46.9	66.4	66.7	74.3	74.0	50.9	82.1	69.1	59.0
Mushrooms	60.2	61.1	69.3	37.5	59.0	64.1	77.1	61.6	47.2	57.1	65.5	57.7
Dry milk **	26.1	31.5	26.7	15.6	25.4	28.2	40.0	23.3	20.8	32.1	25.5	24.4
Frozen grapefruit segments	23.6	31.5	21.3	15.6	21.3	30.8	34.3	24.7	15.1	28.6	29.1	17.9
Canned spinach	18.6	31.5	13.3	9.4	14.8	30.8	34.3	19.2	7.5	14.3	20.0	19.2
Lamp chops	18.6	16.7	20.0	18.8	18.9	17.9	22.9	15.1	20.8	17.9	23.6	15.4
Oysters	15.5	13.0	20.0	9.4	10.7	30.8	20.0	15.1	13.2	21.4	12.7	15.4
Frozen chicken pie **	12.4	16.7	13.3	3.1	9.8	20.5	28.6	11.0	3.8	17.9	9.1	12.8
Pork liver	13.0	9.3	12.0	21.9	13.1	12.8	8.6	8.2	22.6	21.4	9.1	12.8
Veal chops and cutlets	12.4	16.7	12.0	6.3	9.0	23.1	25.7	6.8	11.3	10.7	12.7	12.8
Canned carrots	11.8	11.1	16.0	3.1	13.1	7.7	17.1	12.3	7.5	14.3	14.5	9.0
None selected	14.3	5.6	13.3	31.3	16.4	7.7	2.9	6.8	32.1	7.1	7.3	21.8
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Artichoke	59.5	67.9	62.0	38.7	54.7	73.2	54.5	64.3	56.4	80.0	53.1	58.4
Avocados**	56.3	67.9	56.3	35.5	51.3	70.7	66.7	61.4	43.6	65.0	63.3	50.6
Fresh asparagus	27.8	30.4	32.4	12.9	25.6	34.1	45.5	28.6	16.4	40.0	32.7	22.5
Dry milk **	27.2	26.8	33.8	12.9	28.2	24.4	15.2	32.9	27.3	30.0	22.4	29.2
Canned white potatoes	23.4	26.8	23.9	16.1	23.1	24.4	24.2	27.1	18.2	25.0	20.4	24.7
Frozen carrots	20.3	28.6	12.7	22.6	20.5	19.5	27.3	22.9	12.7	10.0	14.3	25.8
Fresh pineapple	19.6	19.6	22.5	12.9	17.1	26.8	24.2	20.0	16.4	30.0	18.4	18.0
Frozen dinners	19.6	30.4	15.5	9.2	15.4	31.7	42.4	17.1	9.1	15.0	6.1	28.1
Frozen chicken	12.0	14.3	12.7	6.5	9.4	19.5	18.2	10.0	10.9	5.0	6.1	16.9
Frozen spinach	11.4	10.7	16.9	-	12.0	9.8	21.2	12.9	3.6	15.0	8.2	12.4
Frozen chicken pie**	10.1	14.3	9.9	3.2	8.5	14.6	15.2	10.0	7.3	10.0	6.1	12.4
None selected	15.8	8.9	11.3	38.7	17.9	9.8	9.1	12.9	23.6	5.0	14.3	19.1
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Avocados**	68.2	71.7	77.0	51.2	64.4	79.5	78.6	75.8	56.7	89.3	66.7	61.9
Lobster	66.9	69.8	75.4	51.2	64.4	74.4	78.6	69.4	59.7	82.1	66.7	61.9
Frozen asparagus	25.5	37.7	21.3	16.3	20.3	41.0	53.6	29.0	10.4	39.3	24.4	21.4
Dry milk**	24.2	18.9	27.9	25.6	25.4	20.5	17.9	27.4	23.9	32.1	15.6	26.2
Prepared baking mixes	14.6	18.9	14.8	9.3	11.9	23.1	14.3	14.5	14.9	10.7	15.6	15.5
Frozen chicken pie**	14.0	26.4	8.2	7.0	10.2	25.6	21.4	16.1	9.0	25.0	13.3	10.7
Frozen turkey	12.7	13.2	11.5	14.0	11.0	17.9	21.4	11.3	10.4	10.7	8.9	15.5
Fresh spinach	10.2	11.3	14.8	2.3	10.2	10.3	17.9	11.3	6.0	17.9	15.6	4.8
None selected	17.8	15.1	11.5	30.2	19.5	12.8	10.7	12.9	25.4	3.6	20.0	21.4

*Multiple answers.
**Items listed in all three food groups.

Table 4

Foods homemakers don't usually buy because the price is too high, even when these foods are in season.

		INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
Food Item*	ALL HOUSE-HOLDS	Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
FOOD GROUP 1												
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Oysters	60.9	68.5	53.3	65.6	59.8	64.1	62.9	63.0	56.6	53.6	56.4	66.7
Lamb chops	52.8	59.3	52.0	43.8	48.4	66.7	68.6	49.3	47.2	50.0	50.9	55.1
Veal chops and cutlets	37.9	53.7	36.0	15.6	34.4	48.7	48.6	46.6	18.9	39.3	45.5	32.1
Avocados**	34.8	35.2	30.7	43.8	37.7	25.6	34.3	34.2	35.8	28.6	34.5	37.2
Fresh tomatoes**	34.2	33.3	36.0	31.3	32.0	41.0	34.3	35.6	32.1	35.7	29.1	37.2
Mushrooms	34.2	25.9	37.3	40.6	37.7	23.1	31.4	31.5	39.6	39.3	40.0	28.2
Fresh peaches	28.6	27.8	26.7	34.4	28.7	28.2	37.1	26.0	26.4	25.0	27.3	30.8
Fresh turkey	21.7	33.3	21.3	3.1	20.5	25.6	31.4	27.4	7.5	32.1	27.3	14.1
Frozen chicken pie**	18.0	31.5	13.3	6.3	17.2	20.5	37.1	16.4	7.5	21.4	20.0	15.4
Frozen grapefruit segments	16.8	24.1	12.0	15.6	18.0	12.8	25.7	11.0	18.9	14.3	20.0	15.4
Eggs	16.8	25.9	14.7	6.3	11.5	33.3	37.1	12.3	9.4	14.3	12.7	20.5
Lettuce	16.1	14.8	17.3	15.6	13.1	25.6	17.1	13.7	18.9	21.4	9.1	19.2
Pork liver	13.7	11.1	16.0	12.5	9.8	25.6	20.0	11.0	13.2	14.3	16.4	11.5
Fresh milk**	6.8	11.1	5.3	3.1	4.9	12.8	14.3	2.7	7.5	3.6	3.6	10.3
None selected	7.5	1.9	13.3	3.1	9.0	2.6	2.9	4.1	15.1	14.3	7.3	5.1
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Ham (cured)	41.1	50.0	39.4	29.0	37.6	51.2	42.4	51.4	27.3	25.0	40.8	44.9
Avocados**	39.2	30.4	36.6	61.3	46.2	19.5	27.3	27.1	61.8	35.0	42.9	38.2
Butter	38.6	39.3	40.8	32.3	40.2	34.1	27.3	44.3	38.2	40.0	40.8	37.1
Fresh tomatoes**	34.8	32.1	38.0	32.3	34.2	36.6	42.4	32.9	32.7	25.0	26.5	41.6
Cantaloupes	34.2	26.8	32.4	51.6	36.8	26.8	30.3	25.7	47.3	45.0	34.7	31.5
Frozen dinners	31.0	25.0	42.3	16.1	30.8	31.7	39.4	24.3	34.5	55.0	38.8	21.3
Fresh pineapple	30.4	21.4	36.6	32.3	34.2	19.5	30.3	22.9	40.0	30.0	26.5	32.6
Round steak	29.7	50.0	22.5	9.7	22.2	51.2	42.4	41.4	7.3	50.0	32.7	23.6
Artichoke	27.8	23.2	23.9	45.2	29.9	22.0	21.2	21.4	40.0	25.0	32.7	25.8
Fresh asparagus	24.7	28.6	18.3	32.3	23.9	26.8	15.2	24.3	30.9	25.0	24.5	24.7
Frozen peaches	22.2	19.6	22.5	25.8	23.9	17.1	27.3	15.7	27.3	25.0	24.5	20.2
Frozen chicken	20.9	23.2	22.5	12.9	19.7	24.4	21.2	22.9	18.2	30.0	20.4	19.1
Fresh milk**	15.2	23.2	14.1	3.2	12.0	24.4	24.2	15.7	9.1	-	20.4	15.7
Canned tuna fish	13.3	16.1	14.1	6.5	15.4	7.3	18.2	11.4	12.7	10.0	6.1	18.0
Frozen chicken pie**	12.7	10.7	14.1	12.9	12.0	14.6	9.1	18.6	7.3	20.0	18.4	7.9
Canned white potatoes	12.7	12.5	14.1	9.7	14.5	7.3	15.2	8.6	16.4	10.0	16.3	11.2
Fresh grapefruit	10.1	8.9	12.7	6.5	11.1	7.3	18.2	8.6	7.3	10.0	8.2	11.2
None selected	4.4	1.8	4.2	9.7	4.3	4.9	3.0	2.9	7.3	-	4.1	5.6
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Lobster	61.1	50.9	67.2	65.1	64.4	51.3	46.4	58.1	70.1	53.6	71.1	58.3
Fresh strawberries	53.5	54.7	63.9	37.2	53.4	53.8	53.6	59.7	47.8	50.0	53.3	54.8
Calves liver	52.2	52.8	57.4	44.2	50.8	56.4	50.0	50.0	55.2	32.1	57.8	55.9
Avocados**	44.6	26.4	54.1	53.5	51.7	23.1	21.4	35.5	62.7	39.3	53.3	41.7
Rib roast of beef	38.9	43.4	32.8	41.9	35.6	48.7	57.1	35.5	34.3	39.3	42.2	36.9
Fresh tomatoes**	35.7	37.7	37.7	30.2	32.2	46.2	60.7	30.6	29.9	25.0	33.3	40.5
Frozen asparagus	32.5	30.2	32.8	34.9	28.0	46.2	42.9	22.6	37.3	39.3	33.3	29.8
Frozen turkey	26.8	37.7	19.7	23.3	23.7	35.9	32.1	29.0	22.4	35.7	31.1	21.4
Pork chops	23.6	32.1	19.7	18.6	19.5	35.9	35.7	29.0	13.4	21.4	35.6	17.9
Fresh corn	16.6	17.0	16.4	16.3	15.3	20.5	35.7	9.7	14.9	7.1	20.0	17.9
Prepared baking mixes	10.2	17.0	3.3	11.6	7.6	17.9	17.9	11.3	6.0	10.7	11.1	9.5
Frozen chicken pie **	8.3	11.3	9.8	2.3	5.9	15.4	14.3	6.5	7.5	10.7	6.7	8.3
Fresh milk**	5.1	7.5	4.9	2.3	4.2	7.7	17.9	3.2	1.5	3.6	4.4	6,0
None selected	5.1	3.8	1.6	11.6	5.9	2.6	3.6	3.2	7.5	.3.6	2.2	7.1

* Multiple answers.

** Items listed in all three food groups.

Table 5 — Foods you sometimes don't buy because somebody in your family doesn't want them.

FOOD GROUP 1 / Food Item*	ALL HOUSE-HOLDS	INCOME: Low	INCOME: Med.	INCOME: High	RACE: White	RACE: Non-White	EDUCATION: Gram.	EDUCATION: High	EDUCATION: Coll.	AGE OF HOMEMAKER: Under 30 yrs.	AGE OF HOMEMAKER: 30-44 years	AGE OF HOMEMAKER: 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Mushrooms	52.8	57.4	53.3	43.8	49.2	64.1	68.6	54.8	39.6	64.3	58.2	44.9
Canned spinach	49.7	57.4	46.7	43.8	49.2	51.3	51.4	52.1	45.3	53.6	65.5	37.2
Avocados**	49.1	50.0	46.7	53.1	47.5	53.8	48.6	52.1	45.3	57.1	50.9	44.4
Pork liver	41.6	40.7	37.3	53.1	44.3	33.3	34.3	41.1	47.2	53.6	47.3	33.3
Canned carrots	41.0	35.2	45.3	40.6	41.8	38.5	42.9	37.0	45.3	39.3	43.6	39.7
Lamb chops	35.4	29.6	41.3	31.3	34.4	38.5	45.7	35.6	28.3	42.9	47.3	24.4
Dry milk**	29.8	31.5	38.0	31.3	27.9	35.9	34.3	31.5	24.5	35.7	23.6	32.1
Oysters	29.2	25.9	29.3	34.4	27.0	35.9	28.6	34.2	22.6	46.4	32.7	20.5
Veal chops and cutlets	19.9	27.8	18.7	9.4	17.2	28.2	40.0	23.3	1.9	10.7	32.7	14.1
Frozen grapefruit segments	13.7	16.7	10.7	15.6	13.1	15.4	22.9	9.6	13.2	21.4	9.1	14.1
Frozen chicken pie**	11.8	13.0	14.7	3.1	13.9	5.1	17.1	15.1	3.8	10.7	12.7	11.5
Canned grapefruit juice	10.6	7.4	10.7	15.6	12.3	5.1	8.6	8.2	15.1	14.3	14.5	6.4
None selected	8.7	7.4	9.3	9.4	9.8	5.1	2.9	8.2	13.2	-	3.6	15.4
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Artichoke	48.1	48.2	50.7	41.9	49.6	43.9	63.6	38.6	50.9	50.0	55.1	43.8
Fresh asparagus	39.2	37.5	40.8	38.7	39.3	39.0	48.5	41.4	30.9	40.0	49.1	33.7
Avocados**	37.3	39.3	33.8	41.9	37.6	36.6	54.5	34.3	30.9	55.0	38.8	32.6
Frozen spinach	34.8	39.3	33.8	29.0	34.2	36.6	48.5	37.1	23.6	55.0	34.7	30.3
Dry milk**	32.9	37.5	26.8	38.7	35.0	26.8	45.4	30.0	29.1	25.0	28.6	37.1
Canned white potatoes	31.0	35.7	26.8	32.3	32.5	26.8	27.3	32.9	30.9	30.0	38.8	27.0
Frozen carrots	28.5	32.1	26.8	25.8	28.2	29.3	39.4	30.0	20.0	35.0	32.7	24.7
Frozen dinners	18.4	16.1	19.7	19.4	21.4	9.8	18.2	11.4	27.3	20.0	10.2	22.5
Canned grapefruit segments	17.1	17.9	15.5	19.4	18.8	12.2	30.3	14.3	12.7	25.0	18.4	14.6
Frozen chicken pie**	15.8	23.2	14.1	6.5	16.2	14.6	33.3	12.9	9.1	10.0	14.3	18.0
Canned tuna fish	13.9	16.1	11.3	16.1	16.2	7.3	27.3	11.4	9.1	15.0	16.3	12.4
Fresh pineapple	10.8	12.5	7.0	16.1	12.0	7.3	12.2	8.6	7.3	-	14.3	11.2
Frozen chicken	10.1	7.1	11.3	12.9	10.3	9.8	9.1	12.9	7.3	5.0	12.2	10.1
None selected	11.4	8.9	7.0	25.8	11.1	12.2	-	14.3	14.5	-	6.1	16.9
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Lobster	46.5	50.9	42.6	46.5	45.8	48.7	50.0	48.4	43.3	60.7	48.9	40.5
Avocados**	45.2	37.7	49.2	48.8	44.9	46.2	42.9	48.4	43.3	53.6	51.1	39.3
Fresh spinach	40.8	37.7	34.4	53.5	45.8	25.6	39.3	38.7	43.3	50.0	46.7	34.5
Calves liver	33.1	34.0	34.4	30.2	31.4	38.5	46.4	37.1	23.9	42.9	37.8	27.4
Frozen asparagus	33.1	43.4	31.1	23.3	30.5	41.0	42.9	45.2	17.9	46.4	40.0	25.0
Dry milk**	30.6	20.8	39.3	30.2	31.4	28.2	28.6	30.6	31.3	20.4	26.7	35.7
Cabbage	17.8	24.5	13.1	16.3	14.4	28.2	10.7	27.4	11.9	17.9	26.7	13.1
Frozen chicken pie**	15.3	15.1	18.0	11.6	17.8	7.7	12.4	12.9	14.9	25.0	13.3	13.1
Frankfurters	12.7	15.1	11.5	11.6	16.1	2.6	10.7	9.7	16.4	3.6	8.9	17.9
Cooked breakfast cereals	12.1	11.3	11.5	14.0	12.7	10.3	7.1	14.5	11.9	17.9	17.8	7.1
Frozen grapefruit juice	10.8	5.7	11.5	16.3	13.6	2.6	7.1	12.9	10.4	17.9	8.9	9.5
None selected	8.9	9.4	8.2	9.3	9.3	7.7	7.1	6.5	11.9	7.1	4.4	11.9

*Multiple answers.
**Items listed in all three food groups.

Table 6

Foods homemakers sometimes don't buy because the quality isn't what they want.

FOOD GROUP 1 Food Item*	ALL HOUSE-HOLDS	INCOME Low	 Med.	 High	RACE White	 Non-White	EDUCATION Gram.	 High	 Coll.	AGE OF HOMEMAKER Under 30 yrs.	 30-44 years	 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Fresh tomatoes**	48.4	31.5	56.0	59.4	54.9	28.2	48.6	45.2	52.8	53.6	50.9	44.9
Ground beef**	47.2	38.9	50.7	53.1	47.5	46.2	37.1	52.1	47.2	42.9	49.1	47.4
Lettuce	39.1	27.8	42.7	50.0	43.4	25.6	37.1	39.7	39.6	39.3	40.0	38.5
Fresh peaches	26.1	18.5	32.0	25.0	29.5	15.4	28.6	21.9	30.2	28.6	27.3	24.4
Veal chops and cutlets	17.4	16.7	21.3	9.4	17.2	17.9	20.0	17.8	15.1	17.9	20.0	15.4
Pork liver	17.4	14.8	18.7	18.8	18.0	15.4	20.0	16.4	17.0	21.4	14.5	17.9
Canned spinach	14.3	22.2	9.3	12.5	12.3	20.5	14.3	15.1	13.2	3.6	21.8	12.8
Lamb chops	13.0	7.4	14.7	18.8	13.9	10.3	14.3	8.2	18.9	10.7	16.4	11.5
Fresh chicken	13.0	9.3	16.0	12.5	13.1	12.8	11.4	15.1	11.3	10.7	12.7	14.1
Dry milk **	11.2	16.7	9.3	6.3	5.7	28.2	20.0	11.0	5.7	21.4	14.5	5.1
Mushrooms	11.2	16.7	8.0	9.4	8.2	20.5	22.9	8.2	7.5	7.1	14.5	10.3
Avcados**	10.6	14.8	8.0	9.4	9.8	12.8	11.4	9.6	11.3	10.7	16.4	6.4
Canned carrots	10.6	14.8	6.7	12.5	8.2	17.9	17.1	5.5	13.2	10.7	16.4	6.4
Frozen chicken pie **	9.3	14.8	6.7	6.3	8.2	12.8	17.1	6.8	7.5	10.7	12.7	6.4
None selected	13.7	14.8	14.7	9.4	12.3	17.9	14.3	13.7	13.2	10.7	9.1	17.9
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Ground beef**	39.9	35.7	43.7	38.7	41.9	34.1	51.5	35.7	38.2	35.0	40.8	40.4
Fresh tomatoes **	36.7	23.2	47.9	35.5	41.9	22.0	48.5	22.9	47.3	35.0	28.6	41.6
Cantaloups	28.5	23.2	35.2	22.6	31.6	19.5	15.2	30.0	34.5	35.0	26.5	28.1
Fresh asparagus	20.9	17.9	25.4	16.1	23.9	12.2	18.2	22.9	20.0	15.0	22.4	21.3
Round steak	20.3	12.5	25.4	22.6	22.2	14.6	9.1	21.4	25.5	20.0	28.6	15.7
Canned white potatoes	15.8	10.7	15.5	25.8	17.9	9.8	9.1	17.1	18.2	30.0	18.4	11.2
Fresh oranges	15.8	12.5	21.1	9.7	16.2	14.6	15.2	10.0	23.6	20.0	22.4	11.2
Fresh grapefruit	15.2	12.5	18.3	12.9	17.9	7.3	3.0	15.7	21.8	15.0	16.3	14.6
Dry milk **	13.9	10.7	15.5	16.1	14.5	12.2	12.1	15.7	12.7	25.0	18.4	9.0
Avocados **	12.7	10.7	15.5	9.7	12.8	12.2	3.0	11.4	20.0	10.0	18.4	10.1
Fresh pineapple	12.7	12.5	14.1	9.7	12.0	14.6	15.2	11.4	12.7	15.0	14.3	11.2
Frozen chicken pie**	12.0	8.9	9.9	22.6	13.7	7.3	6.1	14.3	12.7	5.0	16.3	11.2
Frozen dinners	11.4	5.4	9.9	25.8	12.0	9.8	3.0	14.3	12.7	5.0	18.4	9.0
Artichoke	10.8	10.7	8.5	16.1	10.3	12.2	3.0	10.0	16.4	20.0	12.2	7.9
Frozen chicken	10.8	8.9	8.5	19.4	12.0	7.3	9.1	15.7	5.5	5.0	8.2	13.5
Frozen carrots	10.1	5.4	12.7	12.9	12.0	4.9	6.1	12.9	9.1	10.0	10.2	10.1
None selected	20.9	32.1	11.3	22.6	18.8	26.8	9.1	27.1	20.0	15.0	18.4	23.6
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Fresh tomatoes **	54.8	49.1	55.7	60.5	57.6	46.2	57.1	46.8	61.2	39.3	71.1	51.2
Ground beef**	40.8	28.3	45.9	48.8	44.1	30.8	25.0	37.1	50.7	32.1	53.3	36.9
Fresh corn	39.5	32.1	37.7	51.2	43.2	28.2	35.7	40.3	40.3	32.1	48.9	36.9
Fresh strawberries	26.1	20.8	26.2	32.6	29.7	15.4	35.7	12.9	34.3	14.3	31.1	27.4
Cabbage	17.2	26.4	13.1	11.6	17.8	15.4	25.0	19.4	11.9	14.3	22.2	15.5
Apples	15.9	15.1	18.0	14.0	19.5	5.1	10.7	14.5	19.4	10.7	24.4	13.1
Rib roast of beef	15.3	20.8	11.5	14.0	15.3	15.4	7.1	16.1	17.9	10.7	22.2	13.1
Fresh spinach	14.0	17.0	14.8	9.3	13.6	15.4	17.9	14.5	11.9	21.4	15.6	10.7
Pork chops	13.4	18.9	9.8	11.6	11.9	17.9	14.3	14.5	11.9	10.7	17.8	11.9
Frozen chicken pie**	12.1	7.5	16.4	11.6	12.7	10.3	3.6	14.5	13.4	10.7	13.3	11.9
Frozen turkey	12.1	9.4	16.4	9.3	10.2	17.9	14.3	11.3	11.9	14.3	11.1	11.9
Avocados **	9.6	3.8	8.2	18.6	11.9	2.6	7.1	6.5	13.4	3.6	15.6	8.3
Dry milk **	7.0	5.7	11.5	2.3	6.8	7.7	10.7	6.5	6.0	10.7	2.2	3.3
None selected	10.2	11.3	8.2	11.6	8.5	15.4	14.3	8.1	10.4	10.7	4.4	13.1

*Multiple answers.

**Items listed in all three food groups.

Table 7

Foods homemakers occasionally don't buy because they can't tell the quality or grade for sure.

FOOD GROUP 1 Food Item *	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Ground beef**	44.7	38.9	49.3	43.8	48.4	33.3	37.1	50.7	41.5	39.3	58.2	37.2
Pork liver	27.9	20.4	37.3	18.8	31.1	17.9	22.9	30.1	28.3	35.7	34.5	20.5
Fresh tomatoes**	20.0	11.1	25.3	21.9	19.7	20.5	17.1	20.5	20.8	28.6	18.2	17.9
Oysters	14.9	13.0	17.3	12.5	14.8	15.4	14.3	13.7	17.0	17.9	23.6	7.7
Lamb chops	12.4	13.0	13.3	9.4	14.8	5.1	14.3	13.7	9.4	10.7	23.6	5.1
Mushrooms	10.6	16.7	8.0	6.3	9.0	15.4	22.9	5.5	9.4	7.1	14.5	9.0
Veal chops and cutlets	10.6	14.8	12.0	-	11.5	7.7	20.0	11.0	3.8	10.7	18.2	5.1
Avocados**	9.9	13.0	8.0	9.4	11.5	5.1	20.0	4.1	11.3	10.7	10.9	9.0
Frozen chicken pie**	6.8	11.1	4.0	6.3	6.6	7.7	17.1	4.1	3.8	3.6	-	12.8
None selected	23.0	24.1	21.3	25.0	19.7	33.3	25.7	19.2	26.4	17.9	14.5	30.8
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Ground beef**	35.4	32.1	40.8	29.0	40.2	22.0	42.4	31.4	36.4	55.0	38.8	29.2
Round steak	16.5	12.5	22.5	9.7	19.7	7.3	12.1	18.6	16.4	20.0	24.5	11.2
Fresh asparagus	13.3	16.1	12.7	9.7	15.4	7.3	21.2	15.7	5.5	15.0	8.2	15.7
Cantaloups	12.0	8.9	9.9	22.6	15.4	2.4	12.1	5.7	20.0	20.0	14.3	9.0
Avocados**	10.8	12.5	7.0	16.1	12.0	7.3	18.2	7.1	10.9	10.0	10.2	11.2
Frozen chicken pie**	10.8	8.9	9.9	16.1	11.1	9.8	9.1	11.4	10.9	20.0	14.3	6.7
Artichoke	10.8	12.5	11.3	6.5	8.5	17.1	12.1	12.9	7.3	10.0	10.2	11.2
Fresh tomatoes**	8.2	7.1	9.9	6.5	9.4	4.9	6.1	8.6	9.1	-	12.2	7.9
None selected	34.2	39.3	25.4	45.2	31.6	41.5	27.3	37.1	34.5	20.0	24.5	42.7
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Ground beef**	48.4	43.4	55.7	44.2	52.5	35.9	21.4	53.2	55.2	35.7	57.8	47.6
Rib roast of beef	17.2	20.8	18.0	11.6	16.1	20.5	10.7	29.0	9.1	25.0	26.7	9.5
Calves liver	15.3	17.0	13.1	16.3	17.8	7.7	3.6	14.5	20.9	28.6	20.0	8.3
Frankfurters	12.1	15.1	9.8	11.6	13.6	7.7	7.1	12.9	13.4	17.9	11.1	10.7
Frozen turkey	11.5	11.3	13.1	9.3	13.6	5.1	7.1	14.5	10.4	14.3	15.6	8.3
Lobster	11.5	18.9	11.5	2.3	10.2	15.4	25.0	11.3	6.0	17.9	8.9	10.7
Frozen chicken pie**	9.6	9.4	9.8	9.3	11.9	2.6	7.1	4.8	14.9	7.1	11.1	9.5
Fresh tomatoes**	8.3	7.5	9.8	7.0	9.3	5.1	14.3	8.1	6.0	-	15.6	7.1
Avocados**	5.7	5.7	6.6	4.7	4.2	10.3	7.1	3.2	7.5	10.7	6.7	3.6
None selected	26.8	20.8	24.6	37.2	24.6	33.3	46.4	21.0	23.9	17.9	20.0	33.3

*Multiple answers.

** Items listed in all three food groups.

Table 8

Foods homemakers do not buy regularly because of the trouble and fuss it takes to prepare them.

FOOD GROUP 1		INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
Food Item*	ALL HOUSE-HOLDS	Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Fresh turkey	22.4	20.4	26.7	15.6	22.1	23.1	20.0	23.3	22.6	35.7	30.9	11.5
Mushrooms	16.1	16.7	14.7	18.8	15.6	17.9	11.4	15.1	20.8	17.9	21.8	11.5
Oysters	15.5	13.0	17.3	15.6	15.6	15.4	2.9	16.4	22.6	25.0	23.6	6.4
Avocados**	12.4	14.8	10.7	12.5	13.1	10.3	8.6	11.0	17.0	21.4	12.7	9.0
None selected	54.7	57.4	50.7	59.4	53.3	59.0	62.9	52.1	52.8	28.6	45.5	70.5
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Fresh pineapple	22.2	14.3	26.8	25.8	24.8	14.6	27.3	12.9	30.9	25.0	14.3	25.8
Artichoke	19.6	10.7	31.0	9.7	19.7	19.5	21.2	14.3	25.5	30.0	24.5	14.6
Fresh asparagus	16.5	12.5	19.7	16.1	17.1	14.6	9.1	12.9	25.5	20.0	16.3	15.7
Avocados**	10.1	7.1	14.1	6.5	9.4	12.2	9.1	11.4	9.1	25.0	4.1	10.1
None selected	54.4	64.3	46.5	54.8	54.7	53.7	63.6	61.4	40.0	35.0	55.1	58.4
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Lobster	30.6	32.1	31.1	27.9	33.9	20.5	10.7	38.7	31.3	39.3	33.3	26.2
Fresh spinach	29.3	24.5	29.5	34.9	28.8	30.8	28.6	25.8	32.8	25.0	35.6	27.4
Frozen turkey	12.1	15.1	9.8	11.6	11.0	15.4	10.7	14.5	10.4	21.4	22.2	3.6
Avocados**	5.1	5.7	4.9	4.7	4.2	7.7	3.6	8.1	3.0	7.1	6.7	3.6
None selected	41.4	37.7	44.3	41.9	41.5	41.0	50.0	41.9	37.3	39.3	33.3	46.4

*Multiple answers.
**Items listed in all three food groups.

Table 9

Foods homemakers sometimes don't buy because they don't look as attractive when served as other foods do

FOOD GROUP 1	ALL HOUSE- HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
Food Item*		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	161	54	75	32	122	39	35	73	53	28	55	78
	%	%	%	%	%	%	%	%	%	%	%	%
Canned spinach	23.0	25.9	20.0	25.0	23.0	23.1	22.9	23.3	22.6	32.1	27.3	16.7
Pork liver	14.9	11.1	16.0	18.8	18.0	5.1	2.9	23.3	11.3	25.0	25.5	3.8
Oysters	11.8	7.4	17.3	6.3	10.7	15.4	5.7	17.8	7.5	21 4	12.7	7.7
Mushrooms	10.6	13.0	10.7	6.3	11.5	7.7	8.6	13.7	7.5	7.1	18 2	6.4
None selected	54.0	53.7	50.7	62.5	53.3	56.4	57.1	46.6	62.3	46.4	38.2	67.9
FOOD GROUP 2												
Number answering	158	56	71	31	117	41	33	70	55	20	49	89
Frozen spinach	12.0	12.5	11.3	12.9	12.8	9.8	9.1	18.6	5.5	20.0	12.2	10.1
None selected	63.3	67.9	56.3	71.0	63.2	63.4	69.7	55.7	69.1	25.0	59.2	74.2
FOOD GROUP 3												
Number answering	157	53	61	43	118	39	28	62	67	28	45	84
Cabbage	17.2	17.0	18.0	16.3	17.8	15.4	21.4	16.1	16.4	21.4	20.0	14.3
Fresh spinach	15.3	17.0	13.1	16.3	16.9	10.3	10.7	16.1	16.4	17.9	26.7	8.3
None selected	62.4	60.4	62.3	65.1	63.6	59.0	64.3	54.8	68.7	60.7	51.1	69.0

*Multiple answers.
**Items listed in all three food groups.

Phase I

Table 10

When local tomatoes are in season, the price you usually pay for them, as compared with shipped in tomatoes, is:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
*Lower because tomatoes are more plentiful	66.2 1/	53.6	69.4	83.0	73.8	39.6	51.0	55.8	90.3	71.1	64.4	65.3
Higher because they are fresher	20.4	30.9	16.5	8.5	14.3	41.7	32.7	26.3	4.2	20.0	21.9	19.4
Higher because people prefer local tomatoes	9.3	10.7	9.4	6.4	8.3	12.5	10.2	12.6	4.2	6.7	9.6	10.2
Lower because a lot of people don't like to buy fresh tomatoes	9	2.4	-	-	-	4.1	2.0	1.1	-	-	2.7	-
Don't know	3.2	2.4	4.7	2.1	3.6	2.1	4.1	4.2	1.4	2.2	1.4	5.1

Phase II

Table 11

When local tomatoes are in season, the price you usually pay for them, as compared with shipped-in tomatoes, is:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
*Lower because tomatoes are more plentiful	69.3 1/	61.3	75.7	68.9	71.9	61.3	63.5	65.7	76.6	69.7	67.6	70.1
Higher because they are fresher	17.7	26.4	10.7	17.9	14.9	26.0	24.0	19.6	12.0	21.1	20.3	15.1
Higher because people prefer local tomatoes	10.1	8.0	11.6	10.4	10.9	7.6	6.3	11.7	10.3	9.2	9.4	10.8
Lower because a lot of people don't like to buy fresh tomatoes	.6	1.2	.5	-	.3	1.7	1.0	1.0	-	-	.7	.8
Don't know	2.3	3.1	1.5	2.8	2.0	3.4	5.2	2.0	1.1	-	2.0	3.2

*Correct answer.

1/ NOT significantly different at the 95% level

Phase I

Table 12

During the winter months the price of pork is usually lower than at other times. Why is this so?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	216	84	85	47	168	48	49	95	72	45	73	98
No answer	1	1	-	-	-	1	-	1	-	-	-	1
Number answering	215	83	85	47	168	47	49	94	72	45	73	97
	%	%	%	%	%	%	%	%	%	%	%	%
*There is more of it on the market	89.3 1/	84.4	92.9	91.5	91.6	80.8	89.8	88.3	90.3	88.9	83.5	93.8
Pork is not at its best in the winter	5.6	7.2	3.5	6.4	3.6	12.8	6.1	8.5	1.4	4.4	9.6	3.1
People don't eat as much pork in the winter	1.4	2.4	1.2	-	1.2	2.1	-	2.1	1.4	2.2	1.4	1.0
Don't know	3.7	6.0	2.4	2.1	3.6	4.3	4.1	1.1	6.9	4.4	5.5	2.1

Phase II

Table 13

During the winter months the price of pork is usually lower than at other times. Why is this so?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
*There is more of it on the market	93.5 1/	90.8	93.7	97.2	94.4	90.8	93.8	93.6	93.1	82.9	95.2	95.6
Pork is not at its best in the winter	2.7	4.3	2.4	9	2.0	5.0	3.1	2.9	2.3	7.9	2.0	1.6
People don't eat as much pork in the winter	1.5	3.7	.5	-	.8	3.4	2.1	2.0	.6	2.6	1.4	1.2
Don't know	2.3	1.2	3.4	1.9	2.8	.8	1.0	1.5	4.0	6.6	1.4	1.6

*Correct answer.

1/ Significantly different at the 95% level

Phase I

Table 14

When are small eggs a better buy for the money than large eggs?

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	216	84	85	47	168	48	49	95	72	45	73	98
No answer	1	1	-	-	-	1	-	1	-	-	-	1
Number answering	215	83	85	47	168	47	49	94	72	45	73	97
	%	%	%	%	%	%	%	%	%	%	%	%
No special time	42.3	44.6	35.3	51.1	42.9	40.4	38.8	39.4	48.6	55.5	31.5	44.3
In the spring	21.9	26.5	20.0	17.0	19.0	31.9	22.4	25.5	16.7	13.3	26.0	22.7
*In the fall	14.0 1/	9.7	20.0	10.6	17.3	2.1	16.3	10.6	16.7	6.7	13.7	17.5
In the summer	7.4	6.0	9.4	6.4	7.1	8.5	8.2	7.5	6.9	6.7	12.3	4.1
In the winter	4.6	7.2	3.5	2.1	4.8	4.3	4.1	6.4	2.8	8.9	5.5	2.1
Don't know	9.8	6.0	11.8	12.8	8.9	12.8	10.2	10.6	8.3	8.9	11.0	9.3

Phase II

Table 15

When are small eggs a better buy for the money than large eggs?

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
In the spring	30.9	26.4	34.0	32.1	31.2	30.3	28.1	29.4	34.3	18.4	30.4	35.0
No special time	30.5	33.1	27.7	32.1	29.8	32.8	33.3	28.9	30.9	38.2	29.1	29.1
In the fall	15.2 1/	14.7	15.0	16.0	16.0	12.6	11.5	18.1	13.7	10.5	14.2	17.1
In the summer	5.9	10.4	3.9	2.8	5.0	8.4	7.3	7.4	3.4	6.6	7.4	4.8
In the winter	5.9	8.6	4.4	4.7	4.8	9.2	12.5	4.9	3.4	7.9	5.4	5.6
Don't know	11.6	6.8	15.0	12.3	13.2	6.7	7.3	11.3	14.3	18.4	13.5	8.4

*Correct answer.

1/ NOT significantly different at the 95% level 1/

Phase I

Table 16

If you were going to buy a higher grade cut of beef, what is the main thing you would look for?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
Leanness or free of fat	31.5	35.7	31.8	23.4	29.2	39.6	44.9	33.7	19.5	33.3	39.7	24.5
*Lines of fat running through meat (marbling)	31.5 1/	21.4	32.9	46.8	33.3	25.0	22.4	25.3	45.8	13.3	27.4	42.8
Deep red in color	19.9	21.4	17.6	21.3	20.2	18.7	14.3	25.3	16.7	33.3	20.6	13.3
Presence of yellow rim of fat	13.4	19.1	13.0	4.3	12.5	16.7	18.4	12.6	11.1	13.3	9.6	16.3
Don't know	3.7	2.4	4.7	4.3	4.8	-	-	3.1	6.9	6.7	2.7	3.1

Phase II

Table 17

If you were going to buy a higher grade cut of beef, what is the main thing you would look for?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
*Lines of fat running through meat (marbling)	37.9 1/	23.9	39.8	55.6	43.3	21.8	17.7	33.3	54.3	30.3	32.4	43.4
Leanness or free of fat	27.0	32.5	31.1	10.4	22.2	41.2	38.6	31.4	15.4	32.9	27.0	25.1
Deep red in color	24.2	27.6	20.4	26.4	23.6	26.1	26.0	25.5	21.7	28.9	31.1	18.7
Presence of yellow rim of fat	8.6	12.9	6.8	5.7	8.4	9.2	15.6	6.9	6.9	2.6	8.8	10.4
Don't know	2.3	3.1	1.9	1.9	2.5	1.7	2.1	2.9	1.7	5.3	.7	2.4

*Correct answer.

1/ NOT significantly different at the 95% level

Phase I

Table 18

Eggs graded "A' must have which of the following:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
Larger size	62.0	60.7	67.0	55.3	63.1	58.4	57.1	64.2	62.5	55.5	63.0	64.3
Light yellow yolks	13.0	19.1	5.9	14.9	10.7	20.8	24.5	9.5	9.7	4.4	15.1	15.3
White shells	10.6	8.3	12.9	10.6	11.3	8.3	8.2	11.6	11.1	15.6	6.8	11.2
*A little air within shell	5.6 1/	3.6	7.1	6.4	7.2	-	2.0	5.2	8.3	8.9	9.6	1.0
Don't know	8.8	8.3	7.1	12.8	7.7	12.5	8.2	9.5	8.3	15.6	5.5	8.2

Phase II

Table 19

Eggs graded "A" must have which of the following:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205.	175	76	149	251
No answer	5	-	5	-	3	2	-	2	3	2	1	2
Number answering	471	163	202	106	354	117	96	203	172	74	148	249
	%	%	%	%	%	%	%	%	%	%	%	%
Larger size	51.8	54.6	51.0	49.1	50.3	56.4	53.1	57.2	44.8	41.9	54.1	53.4
Light yellow yolks	14.9	17.8	13.4	13.2	12.7	21.4	24.0	10.8	14.5	14.9	14.2	15.3
*A little air within shell	10.4 1/	5.5	13.8	11.3	12.7	3.4	4.2	8.4	16.3	13.5	12.8	8.0
White shells	10.2	9.2	10.4	11.3	9.9	11.1	7.3	11.8	9.9	21.6	7.4	8.4
Don't know	12.7	12.9	11.4	15.1	14.4	7.7	11.4	11.8	14.5	8.1	11.5	14.9

*Correct answer.

1/ Significantly different at the 95% level

Phase I

Table 20

In selecting apples for cooking, what is the most important thing to look for?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
*The variety of the apple	85.6 1/	75.0	89.4	97.9	91.1	66.6	77.6	83.1	94.4	80.0	87.7	86.7
The size of the apple	7.9	13.1	7.0	-	4.7	18.8	16.3	7.4	2.8	6.7	9.6	7.2
The color of the apple	5.6	10.7	2.4	2.1	3.0	14.6	4.1	9.5	1.4	11.1	2.7	5.1
Don't know	.9	1.2	1.2	-	1.2	-	2.0	-	1.4	2.2	-	1.0

Phase II

Table 21 In selecting apples for cooking, what is the most important thing to look for?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
*The variety of the apple	84.0 1/	73.0	86.9	95.3	87.9	72.3	66.7	81.9	96.0	86.8	82.4	84.0
The size of the apple	7.8	12.9	6.3	2.9	4.8	16.8	13.5	9.8	2.3	7.9	8.8	7.2
The color of the apple	5.0	9.2	3.9	.9	3.7	9.2	12.5	5.4	.6	4.0	5.4	5.2
Don't know	3.2	4.9	2.9	.9	3.7	1.7	7.3	2.9	1.1	1.3	3.4	3.6

*Correct answer.

1/ NOT significantly different at the 95% level

Phase I

Table 22

Which of the following statements best compares the food values of fresh, frozen, and canned fruits?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	216	84	85	47	168	48	49	95	72	45	73	98
No answer	1	1	-	-	-	1	-	1	-	-	-	1
Number answering	215	83	85	47	168	47	49	94	72	45	73	97
	%	%	%	%	%	%	%	%	%	%	%	%
Fresh fruits have much more food value	77.7	81.9	78.8	68.1	76.2	83.0	75.5	83.0	72.2	77.8	68.5	84.6
*There is very little difference	14.9 1/	7.2	15.3	27.7	17.8	4.3	8.2	12.8	22.2	13.3	20.6	11.3
Frozen fruits have much more food value	4.6	6.0	4.7	2.1	3.6	8.5	8.2	4.2	2.8	6.7	8.2	1.0
Canned fruits have much more food value	2.3	3.6	1.2	2.1	2.4	2.1	6.1	-	2.8	-	2.7	3.1
Don't know	.5	1.2	-	-	-	2.1	2.0	-	-	2.2	-	-

Phase II

Table 23

Which of the following statements best compares the food values of fresh, frozen, and canned fruits?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
Fresh fruits have much more food value	67.6	75.5	66.5	57.6	64.1	78.2	72.9	71.5	60.0	67.1	72.3	64.9
*There is very little difference	23.1 1/	14.1	25.7	32.1	27.0	11.8	12.5	20.6	32.0	29.0	20.3	23.1
Frozen fruits have much more food value	4.6	1.8	5.3	7.5	5.3	2.5	4.2	4.9	4.6	1.3	6.1	4.8
Canned fruits have much more food value	3.2	5.5	2.0	1.9	2.5	5.0	6.2	2.0	2.8	1.3	1.3	4.8
Don't know	1.5	3.1	.5	.9	1.1	2.5	4.2	1.0	.6	1.3	-	2.4

*Correct answer.

1/ Significantly different at the 95% level

Phase I

Table 24

If you saw the following prices for eggs, which would you think was a better buy for the money?

Large Grade A Eggs -- 60¢ per dozen   Medium Grade A Eggs -- 50¢ per dozen

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
The large eggs	60.2	70.2	52.9	55.3	55.9	75.0	69.4	65.3	48.6	46.7	64.4	63.3
*The medium eggs	24.5 1/	19.1	29.4	25.5	26.8	16.7	22.4	20.0	32.0	31.1	26.0	20.4
You get about the same for your money	14.8	9.5	17.7	19.2	17.3	6.2	8.2	14.7	19.4	20.0	9.6	16.3
Don t know	.5	1.2	-	-	-	2.1	2.0	-	-	2.2	-	-

Phase II

Table 25

If you saw the following prices for eggs, which would you think was a better buy for the money?

Large Grade A Eggs -- 60¢ per dozen   Medim Grade A Eggs -- 50¢ per dozen

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%	%	%	%	%	%	%	%
The large eggs	56.4	66.9	53.9	45.3	53.1	66.4	63.5	63.7	44.0	44.7	56.8	59.8
*The medium eggs	29.7 1/	22.7	32.5	34.9	33.7	17.6	24.0	23.5	40.0	39.5	25.0	29.5
You get about the same for your money	11.8	7.4	13.1	16.0	11.5	12.6	8.3	11.3	14.3	14.5	15.5	8.7
Don't know	2.1	3.0	.5	3.8	1.7	3.4	4.2	1.5	1.7	1.3	2.7	2.0

*Correct answer.

1/ NOT significantly different at the 95% level

Phase I

Table 26

The number of turkeys on the market this year is:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number answering	216	84	85	47	168	48	49	95	72	45	73	98
	%	%	%	%	%	%	%	%	%	%	%	%
About average	33.8	31.0	40.0	27.7	35.1	29.2	26.5	47.4	20.8	37.8	30.1	34.7
A little above average	21.8	15.5	21.2	34.0	23.8	14.6	20.4	12.6	34.7	11.1	23.3	25.5
*A record amount	12.0 1/	11.9	11.7	12.8	12.5	10.4	12.3	8.4	16.7	8.9	13.7	12.3
Less than usual	4.6	8.3	1.2	4.2	2.4	12.5	2.0	6.3	4.2	6.7	8.2	1.0
Don't know	27.8	33.3	25.9	21.3	26.2	33.3	38.8	25.3	23.6	35.5	24.7	26.5

Phase II

Table 27

The number of turkeys on the market this year is:

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	476	163	207	106	357	119	96	205	175	76	149	251
No answer	1	-	1	-	1	-	-	1	-	-	1	-
Number answering	475	163	206	106	356	119	96	204	175	76	148	251
	%	%	%	%	%		%	%	%	%	%	%
About average	36.6	36.8	37.9	34.0	35.7	39.5	31.3	40.7	34.8	52.6	41.2	29.1
A little above average	21.5	17.8	20.4	29.2	23.0	16.8	16.7	19.6	26.3	18.4	22.3	21.9
*A record amount	17.1 1/	12.3	18.4	21.7	18.0	14.3	8.3	16.2	22.9	11.9	14.9	19.9
Less than usual	2.5	5.5	1.5	-	1.7	5.0	6.2	2.9	-	-	2.0	3.6
Don't know	22.3	27.6	21.8	15.1	21.6	24.4	37.5	20.6	16.0	17.1	19.6	25.5

*Correct answer.

1/ NOT significantly different at the 95% level

Table 28

The North Carolina State College has a program to provide consumers with information they can use in food buying. The people who conduct this program are interested in knowing what kinds of information would be most helpful to homemakers in their food buying. What kinds of information do you believe would be most helpful to homemakers in their food buying?

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
A. Information about foods*												
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer	14	5	7	2	11	3	4	8	2	-	5	9
Number answering	678	242	285	151	514	164	141	292	245	121	217	340
	%	%	%	%	%	%	%	%	%	%	%	%
How to get good buys, foods in season, when to stock up, spotting food bargains, price information	47.1	41.3	47.0	56.3	48.3	43.4	34.8	48.0	53.1	45.4	48.0	47.1
How to select for quality, freshness, flavor, taste, tenderness, etc.	36.4	41.0	33.4	31.8	36.2	34.2	29.8	41.1	32.7	48.7	34.7	31.8
Meal planning information; menus for economy variety, novelty, entertainment, ease of preparation, balanced meals	29.5	21.5	32.2	37.1	31.1	24.4	21.3	26.7	37.6	28.1	35.0	26.5
Preparation of foods, recipes, quick dishes, use of leftovers	28.6	16.5	35.2	35.7	32.2	17.6	18.4	23.7	40.4	26.5	29.1	25.3
Nutritional value of foods, diet information, health aspects, vitamins	26.4	26.4	24.9	29.2	26.2	27.0	16.3	27.0	31.5	26.5	26.7	26.2
How to identify varieties (of fruits, vegetables), cuts grades of meat	25.6	24.3	27.1	25.1	28.4	17.1	17.7	27.1	28.5	33.1	25.5	23.2
Don't know	11.3	14.4	10.9	7.3	9.9	15.8	22.7	9.6	6.9	5.0	9.6	14.7

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
B. Foods mentioned*												
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer	14	5	7	2	11	3	4	8	2	-	5	9
Number answering	678	242	285	151	514	164	141	292	245	121	217	340
	%	%	%	%	%	%	%	%	%	%	%	%
Meat	44.1	45.5	44.9	40.4	45.0	41.5	36.2	48.0	44.1	49.6	48.0	39.7
Produce - fruits, vegetables	21.8	25.3	18.5	22.5	22.3	20.2	22.8	21.5	21.7	14.0	18.8	21.2
Other foods	3.8	5.8	2.8	2.6	3.5	4.8	2.2	4.7	3.7	6.6	2.8	3.5

*Multiple answers.

Table 29

How do you, yourself, prefer to get information that would be helpful to you in your food buying--over the radio, over television, at meetings, through pamphlets or leaflets, or through newspapers?

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer	7	4	0	3	4	3	3	2	2	0	2	5
Number answering	685	243	292	150	521	164	142	298	245	121	220	344
	%	%	%	%	%	%	%	%	%	%	%	%
Newspapers	59.9	59.6	58.9	62.0	60.9	56.7	56.2	59.4	62.5	53.7	53.6	66.0
Pamphlets	17.7	13.6	20.2	19.5	19.0	13.4	7.1	18.8	22.5	28.9	20.5	11.9
Television	14.6	9.9	18.2	15.3	15.3	12.2	17.0	15.1	12.6	10.7	19.1	13.1
Radio	8.7	15.7	4.8	5.4	6.7	15.3	20.5	7.7	3.3	5.8	8.6	9.9
Meetings	1.0	2.1	.4	.7	.4	3.0	.7	1.4	.8	.8	1.4	.9

*Multiple answers.

Table 30

I would like to talk with you about how you plan for grocery shopping. Which of these would you say you do: Plan for everything you need before you go to the store; plan for part of what you need before you go to the store; or wait and decide on the basis of what is in the store?

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer												
Number answering	692	247	292	153	525	167	145	300	247	121	222	349
	%	%	%	%	%	%	%	%	%	%	%	%
Plans for part of what will buy	43.9	35.2	47.3	51.6	48.0	31.1	33.8	47.0	46.2	52.0	47.3	39.0
Plans everything will buy	42.3	47.4	40.0	38.6	39.6	50.9	42.1	39.7	45.7	36.4	40.1	45.8
Waits and decides on basis of what is in the store	13.8	17.4	12.7	9.8	12.4	18.0	24.1	13.3	8.1	11.6	12.6	15.2

Table 31

Who usually goes to the store and does this shopping?

Replies	ALL HOUSE-HOLDS	INCOME Low	INCOME Med.	INCOME High	RACE White	RACE Non-White	EDUCATION Gram.	EDUCATION High	EDUCATION Coll.	AGE OF HOMEMAKER Under 30 yrs.	AGE OF HOMEMAKER 30-44 years	AGE OF HOMEMAKER 45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer												
Number answering	692	247	292	153	525	167	145	300	247	121	222	349
	%	%	%	%	%	%	%	%	%	%	%	%
Wife alone	37.6	22.3	38.0	61.4	41.5	25.1	30.3	37.3	42.1	30.6	42.3	3.7
Some other person(s)	27.9	45.3	23.0	9.2	24.2	39.5	37.2	20.8	25.1	15.7	23.0	3.5
Husband and wife together	24.8	21.9	30.4	19.0	24.6	25.7	23.4	20.8	24.7	47.9	24.8	16.9
Other	1.0	-	1.0	2.6	1.3	-	-	2.0	4.0	-	-	2.0

Table 32

There are several ways in which homemakers may get information for shopping for foods. Would you please look at the list on page 9 of the booklet you have. Please tell me which of these you have gotten information from on food shopping within the last 2 or 3 months.

Replies	ALL HOUSE-HOLDS	INCOME			RACE		EDUCATION			AGE OF HOMEMAKER		
		Low	Med.	High	White	Non-White	Gram.	High	Coll.	Under 30 yrs.	30-44 years	45 yrs. & over
	#	#	#	#	#	#	#	#	#	#	#	#
Number of cases	692	247	292	153	525	167	145	300	247	121	222	349
No answer	13	7	4	2	10	3	7	1	5	-	5	8
Number answering	679	240	288	151	515	164	138	299	242	121	217	341
	%	%	%	%	%	%	%	%	%	%	%	%
Food Advertisements in newspapers	82.3	82.0	81.9	83.5	81.5	84.7	74.6	85.3	83.0	80.2	82.9	82.7
Food store displays	41.4	36.2	44.7	43.1	43.9	33.4	33.4	39.8	47.9	53.7	42.8	36.1
Neighbors & friends	40.9	37.5	35.5	49.7	43.9	40.8	35.6	42.2	48.8	50.4	47.9	37.5
Food advertisements in magazines	28.1	14.5	30.2	45.7	32.5	14.5	8.7	24.7	43.4	31.4	31.2	26.7
Articles about foods in newspapers	27.5	14.9	29.5	43.7	31.4	15.3	13.1	28.8	34.3	28.1	31.3	24.9
Food advertisements on television	27.3	22.9	28.5	33.1	27.8	25.6	18.3	32.8	25.6	22.3	32.9	24.0
Food advertisements on radio	26.8	35.8	23.9	17.8	23.2	38.6	34.7	28.1	20.7	29.7	29.1	33.9
Labels on foods on display	24.7	22.5	25.0	27.8	27.4	16.4	20.3	25.1	26.9	24.8	23.9	25.2
Manager or clerks in food store	15.2	11.2	14.6	22.5	17.7	7.3	15.3	11.7	19.4	11.5	13.8	17.3
Food programs on television other than advertisements	12.8	4.6	13.5	15.3	20.3	6.4	10.9	13.0	13.6	15.7	13.4	11.5
Radio programs about foods, other than advertisements	9.8	10.1	9.0	11.3	7.8	9.2	5.9	11.7	9.9	8.3	8.3	11.4
Weekly food information from North Carolina State College of Agriculture	7.7	5.0	9.7	7.3	8.2	5.5	5.1	7.7	8.7	4.1	6.9	9.1
Weekly news from Extension Service; county or home demonstration agent.	5.0	4.9	4.7	7.3	4.8	5.5	1.5	5.7	6.2	-	3.2	7.3
Current weekly food information from the Dept. of Agriculture	4.4	2.0	4.8	7.3	5.3	1.8	1.4	4.7	6.6	1.6	5.1	5.3
None	1.7	2.0	1.1	2.0	1.4	3.2	3.6	1.0	1.2	.8	.9	2.4

*Multiple answers.

Table 33

CHARACTERISTICS OF PERSONS INTERVIEWED.

	EDUCATION						RACE			
	Phase I			Phase II			Phase I		Phase II	
	Gram.	High	Coll.	Gram.	High	Coll.	White	Non-White	White	Non-White
	#	#	#	#	#	#	#	#	#	#
Yearly Income	49	95	72	96	205	175	168	48	357	119
	%	%	%	%	%	%	%	%	%	%
Under $3,000	73.4	42.1	11.1	68.8	38.5	10.3	25.6	85.4	20.7	74.8
$3,000 - $5,999	22.4	40.0	50.0	30.2	46.8	46.9	47.0	12.5	50.7	21.8
$6,000 and over	4.1	17.9	38.9	1.0	14.6	42.9	27.4	2.1	28.6	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	AGE OF HOMEMAKER						HOUSEHOLD TYPE			
	Phase I			Phase II			Phase I		Phase II	
	Under 30 yrs.	30-44 years	45 yrs. & over	Under 30 yrs.	30-44 years	45 yrs. & over	With children under 17	Without children under 17	With children under 17	Without children under 17
	#	#	#	#	#	#	#	#	#	#
Yearly Income	45	73	98	76	149	251	112	104	215	261
	%	%	%	%	%	%	%	%	%	%
Under $3,000	42.2	32.9	41.8	36.8	29.5	36.3	38.4	39.4	34.9	33.7
$3,000 - $5,999	44.4	46.6	31.6	53.9	45.6	39.0	42.0	36.5	43.3	43.7
$6,000 and over	13.3	20.5	26.5	9.2	24.8	24.7	19.6	24.0	21.9	22.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	INCOME						RACE			
	Phase I			Phase II			Phase I		Phase II	
	Low	Med.	High	Low	Med.	High	White	Non-White	White	Non-White
	#	#	#	#	#	#	#	#	#	#
Education	84	85	47	163	207	106	168	48	357	119
	%	%	%	%	%	%	%	%	%	%
Grammar	42.9	12.9	4.3	40.5	14.0	.9	15.5	47.9	14.3	37.8
High	47.6	44.7	36.2	48.5	46.4	28.3	44.0	43.8	40.6	50.4
College	9.5	42.4	59.6	11.0	39.6	70.8	40.5	8.3	45.1	11.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	AGE OF HOMEMAKER						HOUSEHOLD TYPE			
	Phase I			Phase II			Phase I		Phase II	
	Under 30 yrs.	30-44 years	45 yrs. & over	Under 30 yrs.	30-44 years	45 yrs. & over	With children under 17	Without children under 17	With children under 17	Without children under 17
	#	#	#	#	#	#	#	#	#	#
Education	45	73	98	76	149	251	112	104	215	261
	%	%	%	%	%	%	%	%	%	%
Grammar	4.4	21.9	31.6	7.9	15.4	26.7	21.4	24.0	19.1	21.1
High	60.0	47.9	33.7	56.6	51.7	33.9	50.9	36.5	50.2	37.2
College	35.6	30.1	34.7	35.5	32.9	39.4	27.7	39.4	30.7	41.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0